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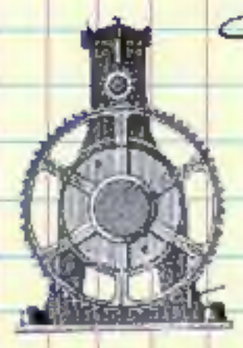
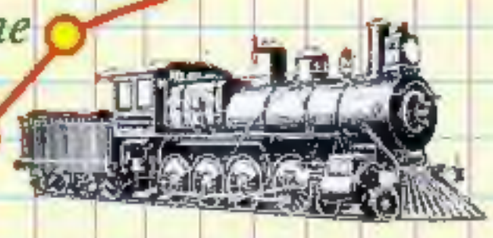
Invention of the Telephone

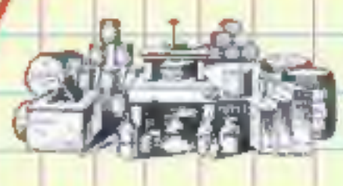


Invention of the Railroad

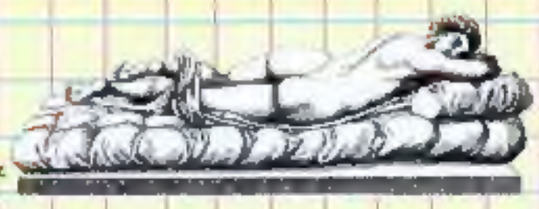


The Industrial Revolution

Development of International Trade



Creation of Music



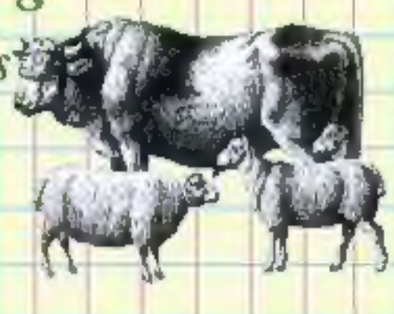
Creation of Fine Art

Creation of the Theater

Exploration of the Seas

Invention of Writing

Domestication of Animals



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FEBRUARY 1998 **NUMBER 366**

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the usual gang of idiots

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Printed in U.S.A.

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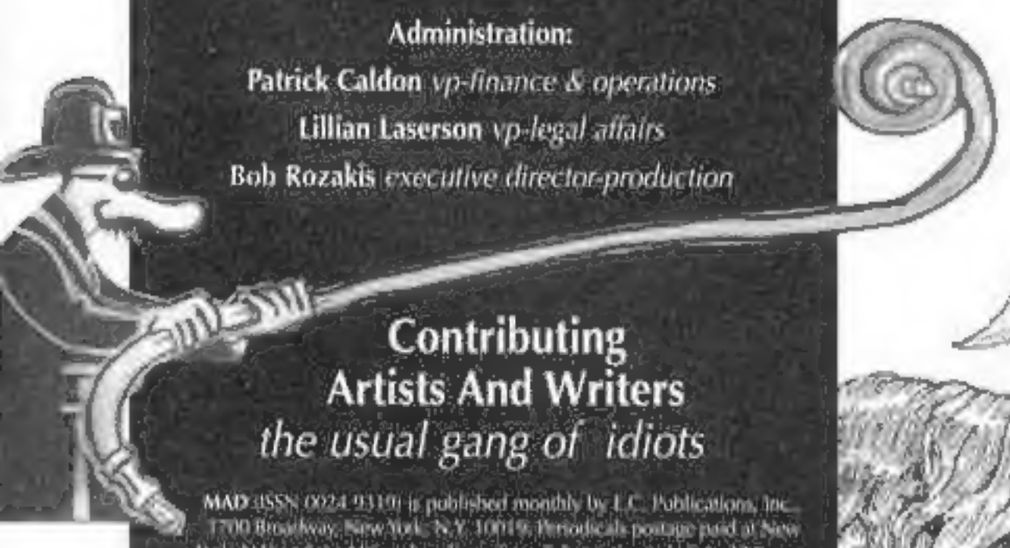

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FRONT COVER BORDER ARTIST AND WRITER: JOHN CALDWELL
HOW TO TALK TO YOUR KIDS ABOUT DRUGS PHOTOGRAPHER: IRVING SCHILD
HOW TO TALK TO YOUR KIDS ABOUT DRUGS WRITER: J. PRETE
1-900-BAD-PIKZ PHOTOGRAPHER: IRVING SCHILD
1-900-BAD-PIKZ WRITER: JOHN CALDWELL

MAD #367 ON SALE FEBRUARY 17!

THE FLAWS OF PHYSICS

In "Dreaded Medical Conditions of Our Times" (MAD #360) it said: "Until recently, the only thing you had to worry about while waiting at a red light was whether the moron behind you would stop before smashing your car and sending you through the windshield." Has MAD decided to completely ignore Newton's Laws? You'd be sent through the windshield if you had a head-on collision, not a collision from the back.

Ron Barak
Haifa, Israel

Ronnie — Your letter prompted us to recreate the car crash on which the cartoon was based. We contacted longtime MAD artist and writer John Caldwell (who was rumored to have worked his way through college as a crash test dummy) to conduct the reenactment. Caldwell's report is as follows: "Huh, what? I think my head is bleeding, stop the bleeding man, stop it. Hey, is that a piece of my brain on the radio?" Based on Caldwell's disturbing report we'd like to remind our readers to buckle up for safety! —Ed.

CELEBRITY SNAP, NOT!

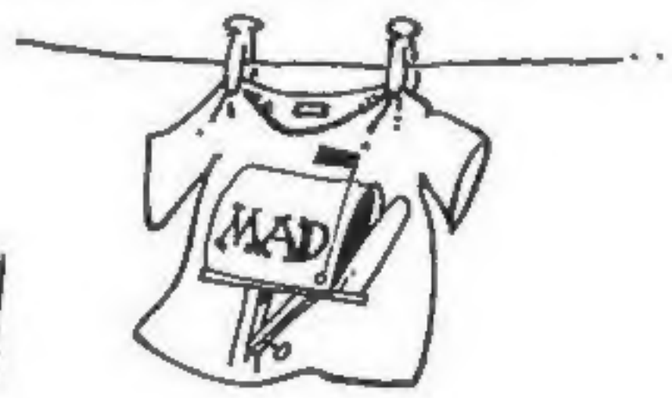
A reader from Schenectady, NY who chose to remain anonymous (Read: Too dumb to include his name!) sent in this photo of himself with the National Hockey League's coveted trophy, the Stanley Cup, in hopes of winning a free MAD subscription. Sorry hockey puck, not a chance! P.S. We're betting the farm those aren't his real teeth! P.P.S. If there is a God, this guy'll get mowed down by the Zamboni!

THE SPICE GIRLS OF LIFE

I am upset! I just read your Spice Girls issue (MAD #363) and I can't believe your opinions of them! You said that not one of them can sing or dance. WRONG! They are all multi-talented and beautiful. There is nothing wrong with them. So they like to have fun, BIG DEAL!

Chris Hayner
Stockton, CA

Chrissy — They like to have fun? Ok, so why don't you invite the Spicettes over to your house out in Stockton? Ooo yeah, we can see how fun that night would be! While one of them bores the crap out of you with her opinions of Bill Clinton, another could be pinching your father's buttocks, while the other three take turns urinating on your mother's house plants. Ooo yeah, sounds fun! Quite frankly, we'd rather spend an evening with longtime MAD artist and writer John Caldwell, after the crash. Zigazig fa fa fa! —Ed.



ALFRED E-MAIL

The adjustable wood clamp is a versatile tool used primarily in furniture construction. The two jaws can be adjusted to a variety of angles that are useful in holding various parts of furniture frames together while the glued joints are drying...in case you were wondering.

PoetsAssn@aol.com

Poets — What the hell are you talking about? By any chance were you a crash test dummy with longtime MAD artist and writer John Caldwell? —Ed.

ATTENTION SUBSCRIBERS!

For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. BOX 52345, Boulder, CO 80322-2345! Please DO NOT phone, write, fax or E-mail our New York office — we're too dumb to help you there!

THE HEIGHT REPORT

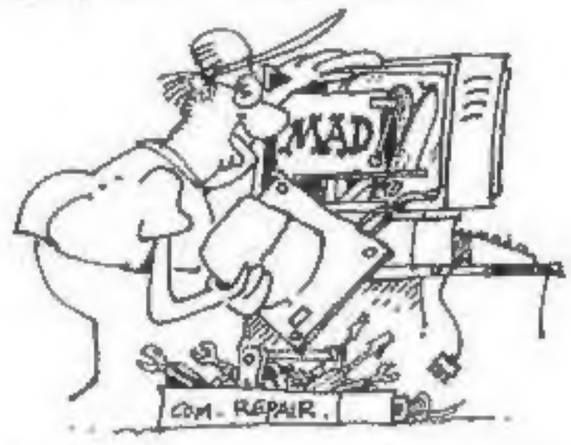
In the ad for the "Ab-Terrorizer" (back cover MAD #362) you forgot to mention that those seven reps can reduce your height by inches! At first, the two individuals in the ad's photos look approximately the same height — but if one looks closely, they will see that the person in the "before" picture is hunched over, while the person in the "after" picture is standing straight. To increase the illusion of sameness, someone combed the fellow's hair up into a spikey 'do for the "after" shot, adding maybe half an inch to his height. It looks like someone is covering up the undesirable side-effects of vertical shrinkage caused by this product.

Joe Wilson
Flagstaff, AZ

"Vertical shrinkage"? Good catch Joey-Joe, but you missed the digitally enhanced Speedo! —Ed.

MAD MUMBLINGS @aol.com

Every now and then I have this urge to read your magazine. But I usually go and eat an apple instead. — NutForever...*Do you know where I can get cheap, wholesale zarfs?* — AC WOLF...*Don't you hate it when you run out of clean socks?* —BColeman4...*Why couldn't I have subscribed to a NORMAL magazine?* — RubInBRLA...*I have a secret army of potatoes ready to strike at any moment* — AAZweird...*This magazine is the bomb!* — Paco17033...*Did Noah have litter boxes on the ark, or did he just send all the animals to the poop deck?* — KngUvHarts.



THE DEFAZIO FAMILY GOES MAD

Our whole family reads MAD. We keep it in the bathroom. What does that tell you?

Marion DeFazio
Justus, PA

Maid Marion — It tells us that the DeFazio family should be very careful when moistening their fingers to turn the pages! —Ed.

MAD SUPER SPECIAL #127 ON SALE FEBRUARY 17!

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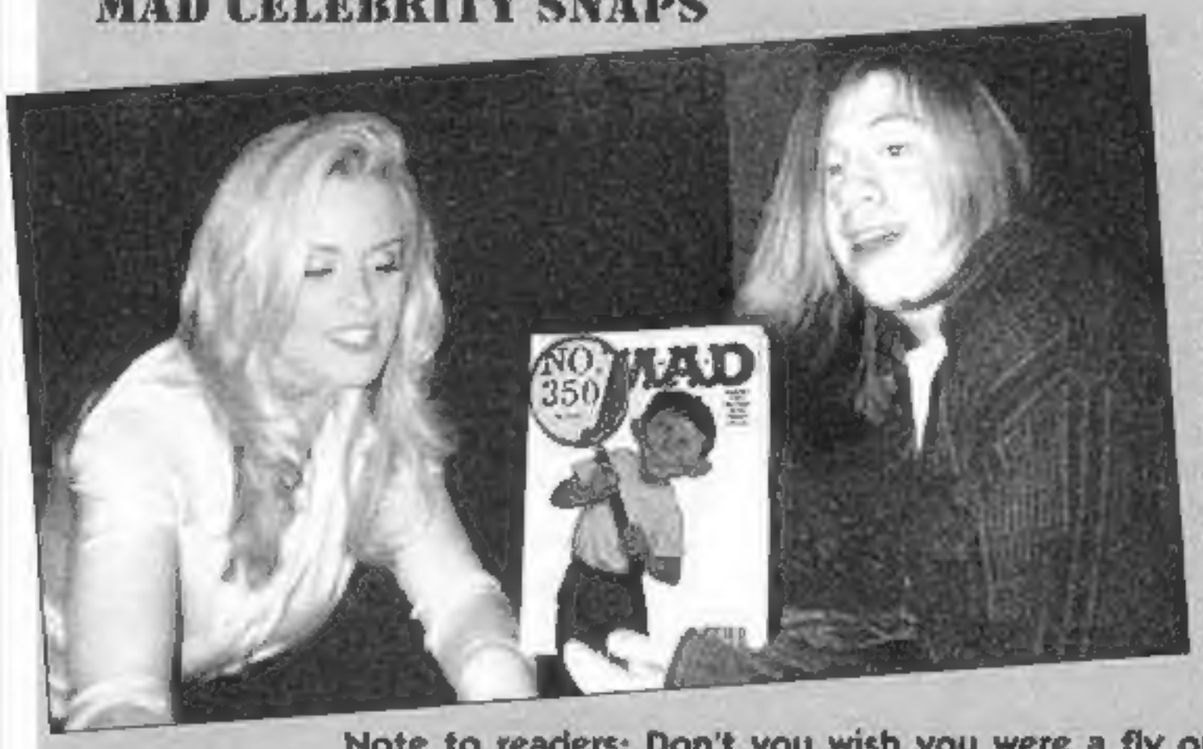
MAD CELEBRITY SNAPS



When my parents cut off my subscription I needed a plan to get MAD free again, so I went and saw Jenny McCarthy. Eventually I forgot about it and started buying MAD again. But now I'm going to get a free subscription. By the way, they cut me off because my grades sank drastically.

Robert Hocker
South Bend, IN

Note to readers: Don't you wish you were a fly on the wall to hear the scintillating conversation between Jenny and this intellectual powerhouse? Since Jenny is not holding the issue, we're sending Robbie a one-year subscription and to Jenny we send our deepest condolences! (Ditto Robbie's parents!)

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 366, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

CATCHING A CODE

What the heck does SNIH ORP QV mean? This phrase was in Spy Vs. Spy from issue #363. It was in Morse Code and when decoded it read SNIH ORP QV. Was it supposed to say that or was it just another screw up by Godfrey?

Travis Colby
Nashville, TN

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··· ▬·▬· ···· ▬ ·· ▬· ▬·▬· ▬·▬! —Ed.

"THE CHELSEA E-MAILS"

In "The Chelsea E-Mails" (MAD #362) why did you draw Bill Clinton's nose so big? Is it *really* like that?

James Wyles
West Monroe, LA

Jimmy — That drawing was based on eyewitness accounts from sworn testimony given by Paula Jones. Oops! Wait a minute...Oh never mind! —Ed.

Your Chelsea E-Mail story (MAD #362) was a really cheap shot. Exactly what did Chelsea Clinton do to deserve such a low blow? I'll tell you: nothing! So she is starting college? So what? She's just trying to live as normal a life as possible (being the President's daughter). Now don't get me wrong. I'm not exactly a fan of the Clinton administration. I thought your "Clinton Bashing" issue (#361) was great. But making fun of an innocent bystander is going too far. I don't remember you guys making O.J.'s kids the butt of your jokes. The Clinton crew has given us tons of material to work with. Leave the kid out of it.

William Rickman
Northridge, CA

Billy-boy — To the best of our recollection we didn't take shots at Chelsea and we won't do it again. There is no controlling authority and we broke no laws. It was a simple mix-up and we will be happy to answer any questions the Attorney General may have. —Ed.

THE LEGACY of repackaging CONTINUES!

#3
Spring 1998
TALES CALCULATED TO DRIVE YOU
MAD
HUMOR IN A JUGULAR VEIN
Please buy this magazine!
MORE FULL-COLOR REPRINTS OF CLASSIC MAD COMICS
IN THIS ISSUE: NUMBERS 7, 8 and 9!

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ISSUE #3 ON SALE NOW!

WARNING: This full-color Spectacular is ONLY available at newsstands, bookstores, comic specialty shops and other retail outlets! It is NOT part of the series sent to MAD Super Special subscribers!

They are the men of the squared circle — this era's modern gladiators. Each night they prepare for war, ready to engage in a titanic struggle of good versus evil! No move is too vicious, no tactic too unscrupulous! If only the whole thing wasn't a giant, pre-rehearsed, bogus, phony FAKE! Anyway, here's MAD's look at...

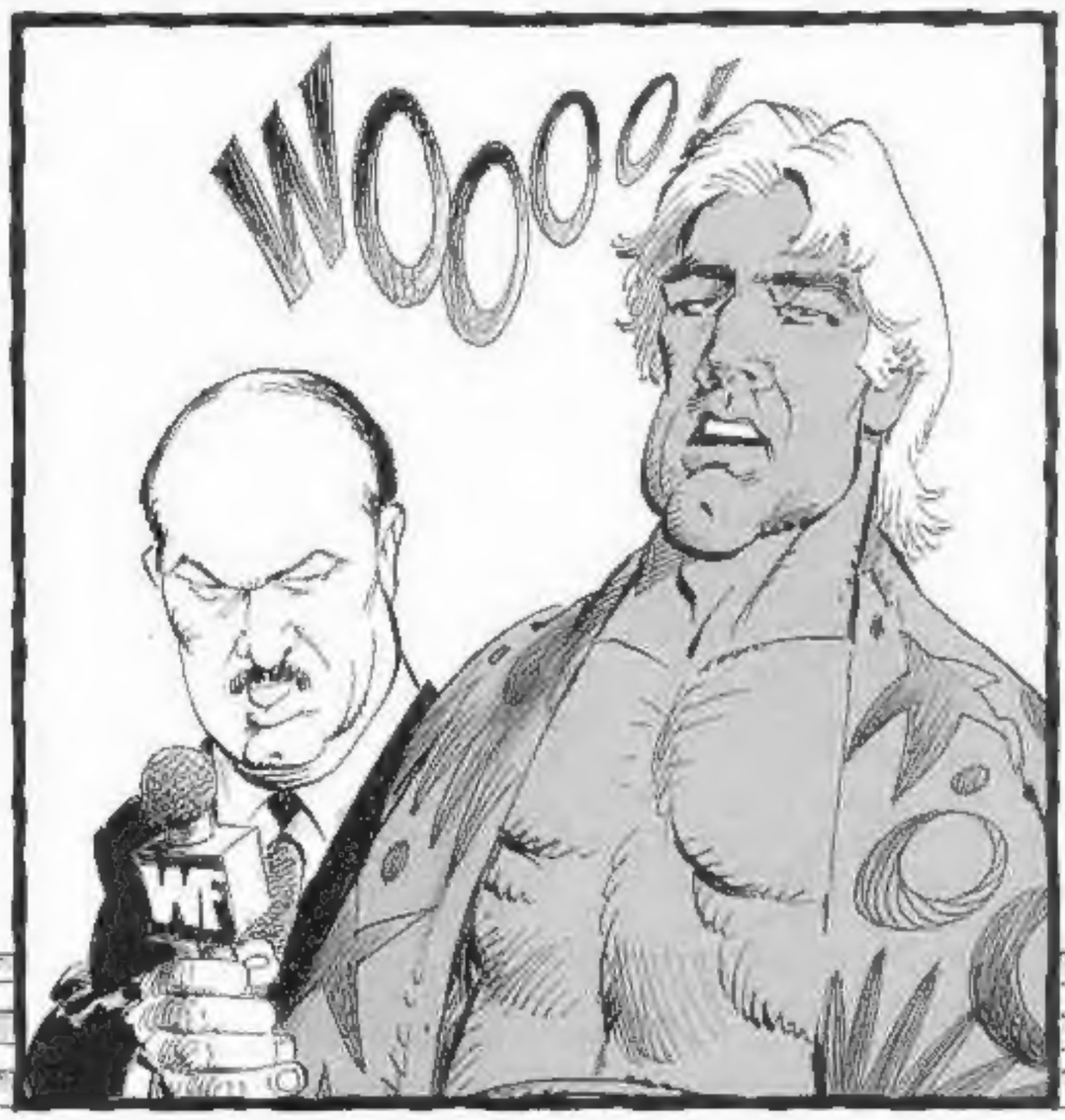
PRO WRESTLING
BY THE NUMBERS

ARTIST: MORT DRUCKER
WRITER: DESMOND DEVLIN

SECOND -biggest breasts in wrestling: Sunny

FIRST -biggest: Yokozuna

Number of white-frosted birthday cakes shown on TV, in all the history of pro wrestling, that ever ended up being eaten and enjoyed by their intended parties: **0**



Number of times Ric Flair has said the word "Woooo!" in interviews: **43,877**

Number of times Ric Flair has said the word "Bosnia-Herzegovina": **1**

The number of genuine NCAA college wrestling championships won with the following holds:

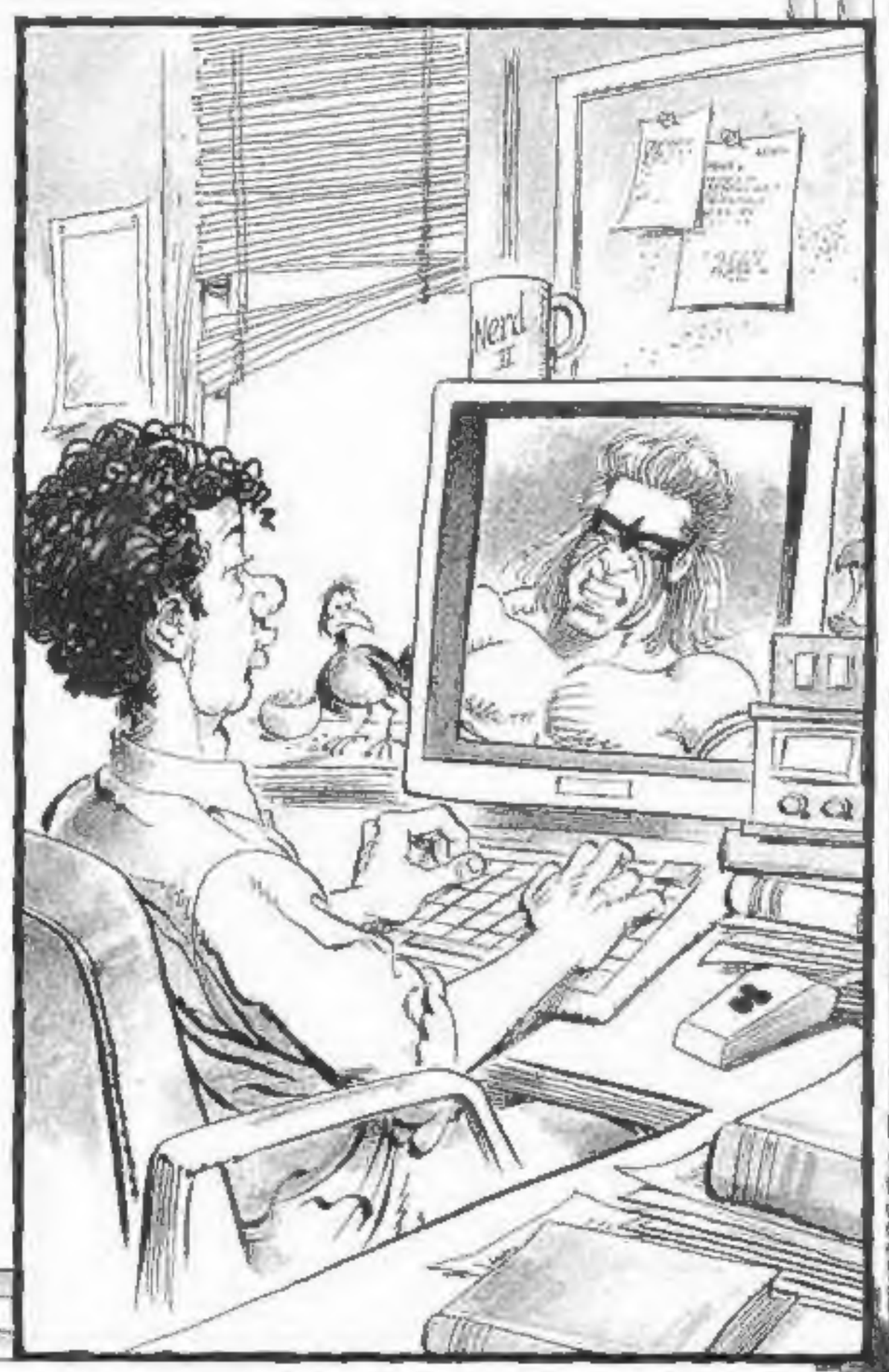
Full Nelson: 14
The Heart Punch: 0
The Big Leg: 0
The Scorpion Deathlock: 0

How long it would take Ahmed Johnson to coherently pronounce this 14-word sentence: 5 weeks

The number of times Vader has accidentally mixed up his leather face mask with his jock strap: 4

How many times the Ultimate Warrior has died so far, according to gibbering rumor-meisters on the Internet:

234... no,
237...
238...
wait...

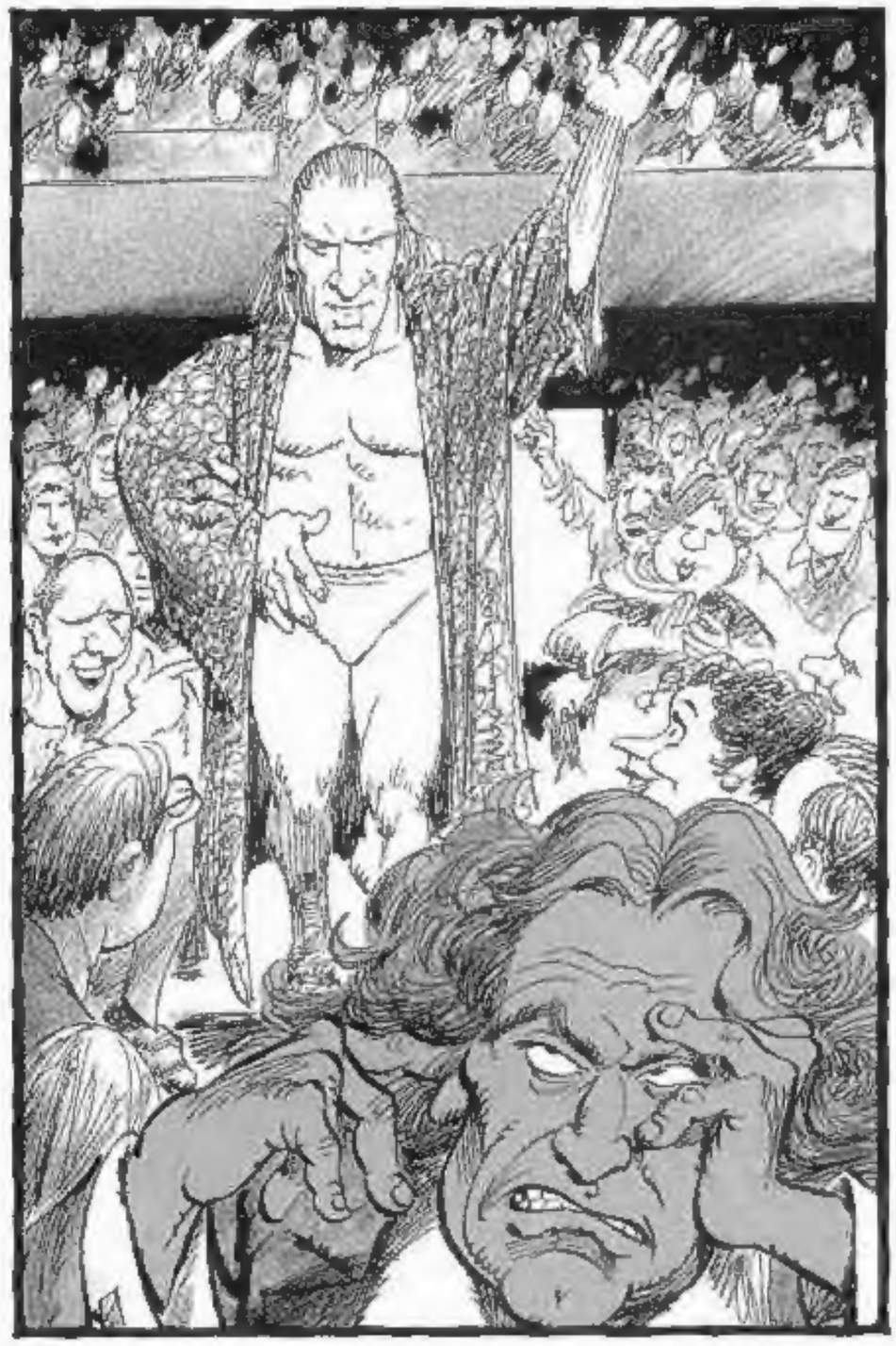


PRO WRESTLING
BY THE NUMBERS

Highest wrestling salary: Hulk Hogan, **#1**;

Bret Hart, **#2**;

The guy who manufactures breakable tables & chairs, **#3**



How many symphonies Ludwig van Beethoven would have written, if he had known that his 9th Symphony would be used to introduce Hunter Hearst Helmsley: **8**

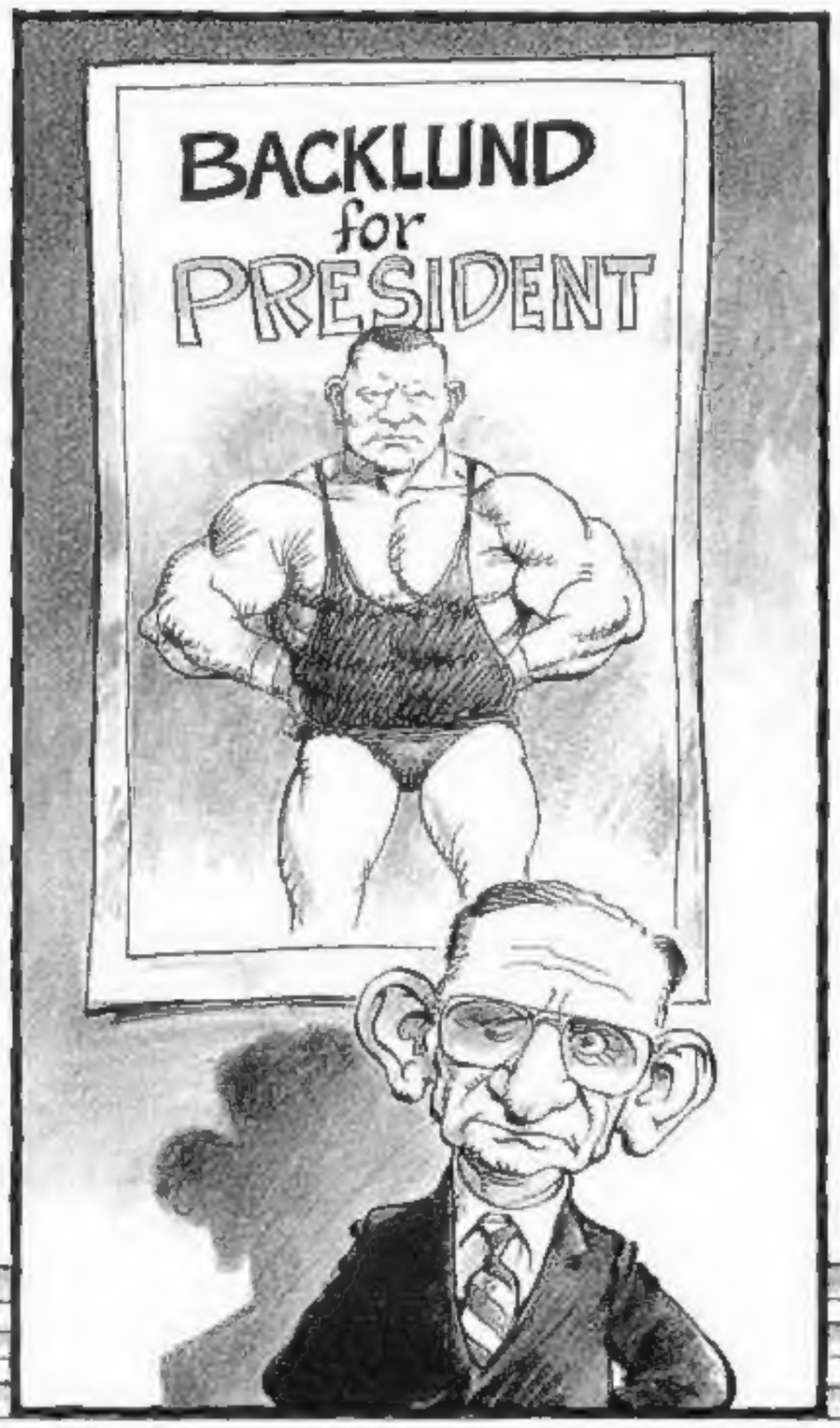
The number of times WCW security has *actually* made things more secure: **0**

The number of times Gorilla Monsoon will see Halley's Comet (est.): **3**

The number of opponents destroyed by Hulk Hogan in his career: **132**

The number of film investors destroyed by Hulk Hogan with *No Holds Barred*, *Suburban Commando*, *Santa with Muscles*, and *Mr. Nanny*: **141**

The percentage of people waving signs on Monday Night Nitro who own a spell-check: **14%**



How many states gave a plurality of votes to Mister Bob Backlund in the 1996 Presidential election: **0**

How many states gave a plurality to H. Ross Perot: **0**

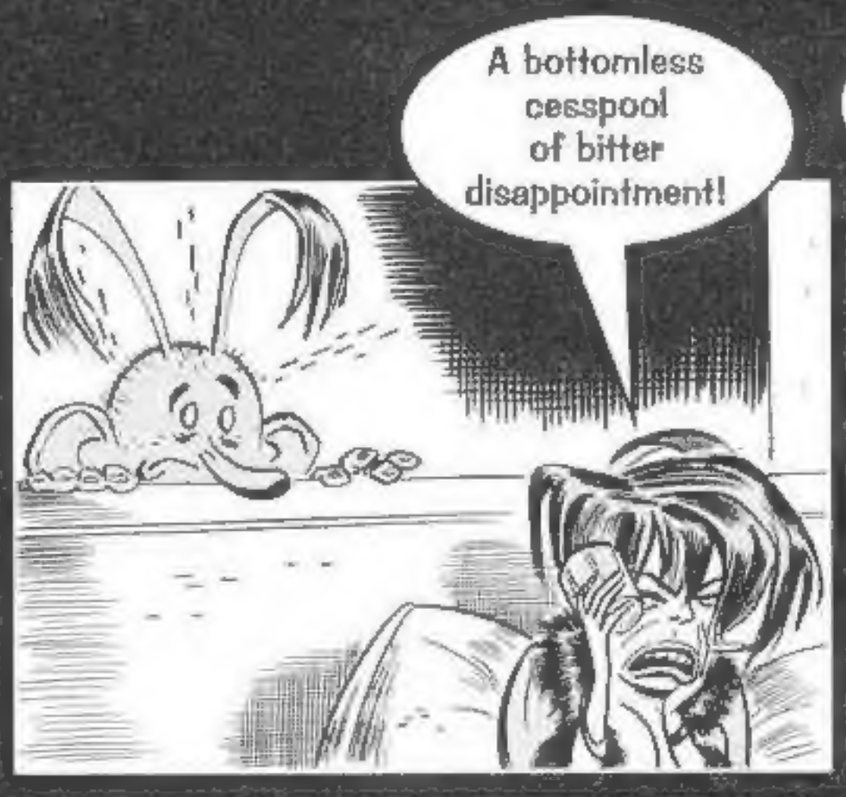
How much more money it cost Perot to accomplish exactly as much as Backlund: **$23,765,950**

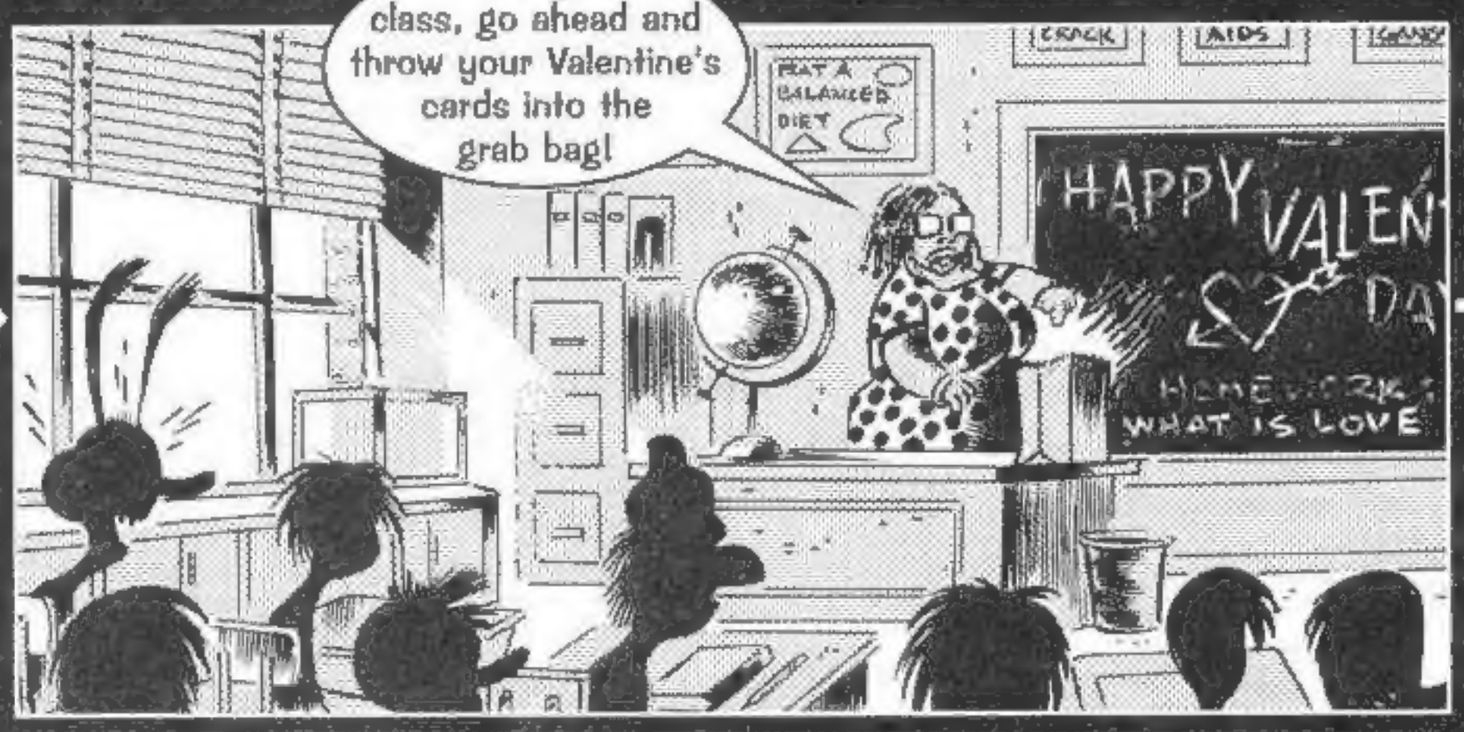
How many different types of fluids you can expect to be splattered with, if you have front-row seats at an ECW show: **5**

ANGSTER'S PARADISE DEPT.

MONROE &...

Will Cupid's arrow of love pierce our hero Monroe's heart, or will it just puncture his pancreas?




Okay, class, go ahead and throw your Valentine's cards into the grab bag!
EAT A BALANCED DIET
HAPPY VALEN
DA
HOMEWORK: WHAT IS LOVE

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

VALENTINE'S DAY

I...I can't! I'm, uh, doing homework!

That Monroe! What a wussy!

Oh, Jolynda, You're so cool, You make me drool, I think maybe...I...um... I think...

Mom, can I ask you a question?

Shhh! You know the rule when The Wheel is on!

Whu--?

...it's the little things. Like when she swabs out yer bedpan or lances a juicy boil...

I get the picture, grampa!

Oh, Monroe, this Valentine's poem is so sweet. It makes me want to cry. But I don't want to get my shirt all wet!

Er...maybe you should...take it off!

Grab bag?!? But...I thought we would...individual cards...I mean...

Quit your blabbing! Individuality comes on your own time! While you're in my class it goes IN THE BAG!

OK now! It's time to pick your card! Hurry up, Dylan!

Get this: I'm his "sweet little ho-ho"! Eech! Hey, Monroe, get over here! Now!

NO RUNNING IN THE HALLS. THIS MEANS YOU

Hey, Dylan! Whas'sup?

You are soooo sweet!

I think he likes you, Dylan!

Yeah, you like me, Monroe! Want some Valentine's Day chocolates?

But ...that's dirt!

You don't like my gift? I said it's chocolate! Now eat it!

Tastes good, don't it, Monroe?

Ooooh...

SPIT-TO SPIT-TO

!

Thanks for the card, Pudgie. Want me to teach you how to kiss?

Ha! Hey Monroe, why dont I teach YOU how to kiss?

SLAM!

Did your little friend like your card?

No! It was terrible –

Thats nice. Now be quiet! I think this idiot is gonna buy another vowel!

Love sucks!!!

RIPP!

Bill Amend

ATTENTION SUPER BOWL BETTORS!!

CALL TANK "MR. POINT SPREAD" BUFFNEY'S 1-900-BAD-PIKZ

THE ONLY FOOTBALL HANDICAPPING SERVICE THAT *GUARANTEES* A PROFIT!

THAT'S RIGHT! When callers like you are shelling out $7.99 per minute for Tank Buffney's "inside information," good ol' Tank's *guaranteed to make a profit!* In fact, Tank makes so much money, he uses $100 bills to light the charcoal briquettes every year at his Super Bowl barbecue!

6 Great Reasons To Call Tank "Mr. Point Spread" Buffney's 1-900-BAD-PIKZ:

1 TANK HAS VALUABLE EXPERIENCE
Besides 1-900-BAD-PIKZ, Tank "Mr. Point Spread" Buffney also operates Tank "The Mystic Man" Buffney's Psychic Hotline, Tank "Buns O'Steel" Buffney's Ab Exerciser mail-order warehouse and Tank "The Market Wiz" Buffney's Heating Oil Futures Investment Plan! All of Tank's services are aimed directly at the same kind of self-motivated "entrepreneurs" who are at this moment climbing over each other to call...**1-900-BAD-PIKZ!**

2 THE BOOKIES HATE TANK'S GUTS
And who can blame them? After all, they can do time in the slammer for accepting your bets, while he remains borderline legal by giving you betting advice that's for "amusement purposes only." Hey, what you do with it is your own business! So to "amuse" yourself, pick up the phone and call...**1-900-BAD-PIKZ!**

3 TANK HAS THE INSIDE SCOOP
One of his ex-clients is a busboy at a sports bar that's a mere 112 miles from the Dallas Cowboys' Winter Training Facility! Tank's sister knows someone who dated Brett Favre's cousin! And Tank himself has a signed picture of Keith Olbermann! (Photo not authenticated.) It's contacts like these that make Tank who he is today! Call him now at...**1-900-BAD-PIKZ!**

4 TROY AIKMAN! DAN MARINO! STEVE YOUNG!
These are just a few of the NFL superstars Tank is trying to convince to throw games for him! Of course, he'd have a lot more money to bribe them with if only you'd call...**1-900-BAD-PIKZ!**

5 NOBODY BEATS TANK'S RECORD
Tank is an amazing 47-4 against the spread in picking Super Bowls — an incredible number when you consider only 31 Super Bowls have been played! And speaking of numbers, isn't it time you called Tank at...**1-900-BAD-PIKZ!**

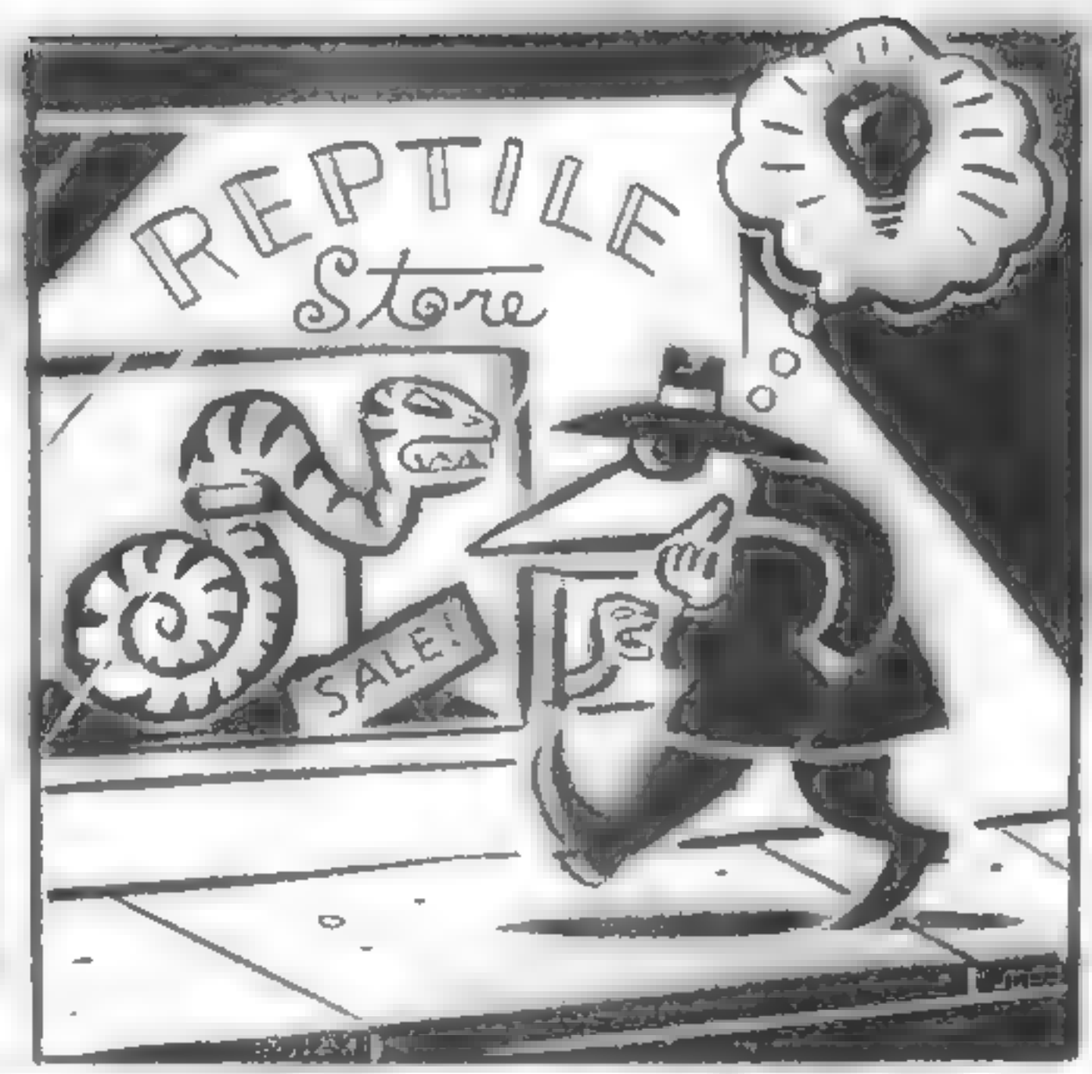
6 EXCLUSIVE WAGERING INFORMATION YOU WON'T FIND ANYWHERE ELSE
Did you know: Teams boasting a majority of their drug convictions on the defensive side of the ball beat the spread an astounding 50.1% of the time? **Did you know:** Teams named after furry animals bury the opposition by an average of three points when featuring a place-kicker of Eastern European descent? **Did you know:** The team that wins the coin toss on artificial turf is an astounding 11-2 against the point spread when staying at a Hyatt Regency hotel? You'll get dozens of other tips as useful as this when you call... **1-900-BAD-PIKZ!**

CALL 1-900-BAD-PIKZ! FIRST THREE MINUTES FREE!*

** Includes the three minutes you spent before dialing 1-900-BAD-PIKZ!*

Millions of dollars will be made on the Super Bowl this year. Call Tank "Mr. Point Spread" Buffney NOW to make sure he gets his piece of the pie!

A MAD AD



SPY VS SPY

ARTIST: PETER KUPER WRITER: DUCK EDWING

SPY LA
FIRE INSPECTOR
FIRE INSPECTOR

FIRE HOSE
HOSE

SE
TOP SECRET
KUPER

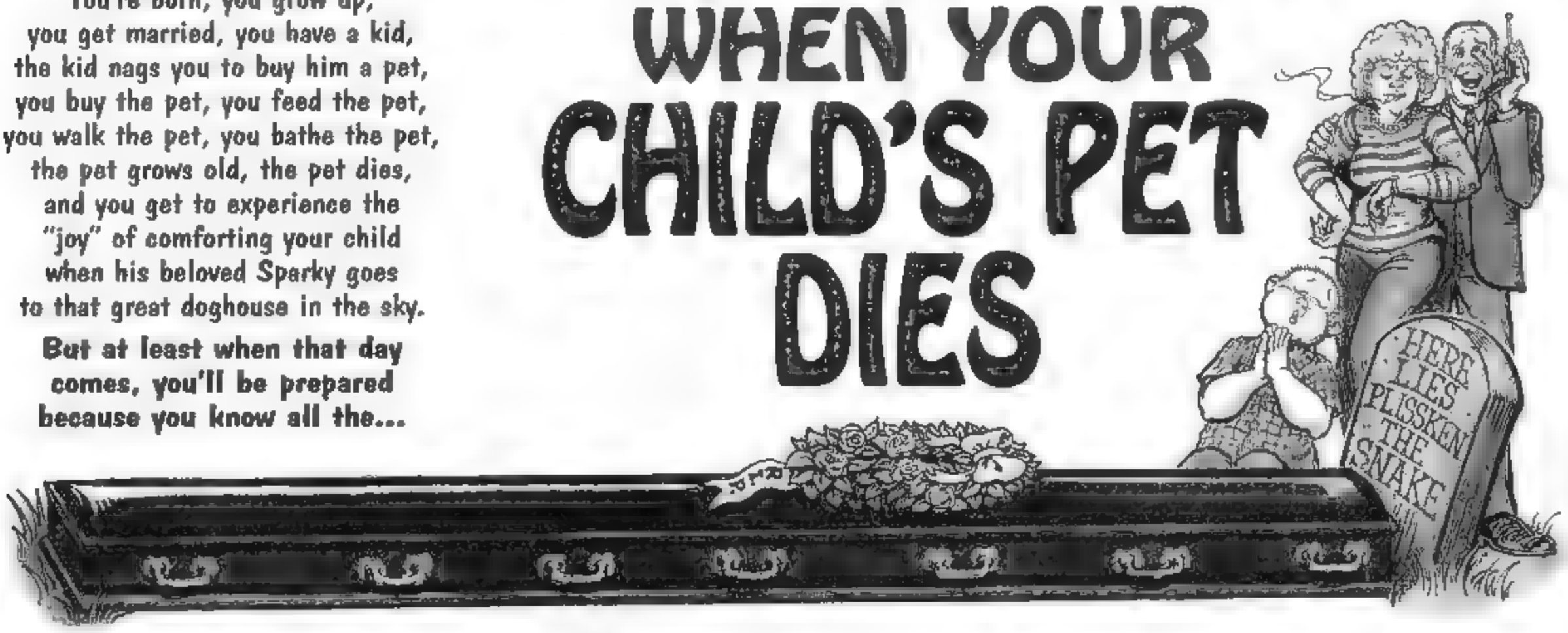
ANIMAL RITES DEPT.

Here's a quick primer on life:

You're born, you grow up, you get married, you have a kid, the kid nags you to buy him a pet, you buy the pet, you feed the pet, you walk the pet, you bathe the pet, the pet grows old, the pet dies, and you get to experience the "joy" of comforting your child when his beloved Sparky goes to that great doghouse in the sky.

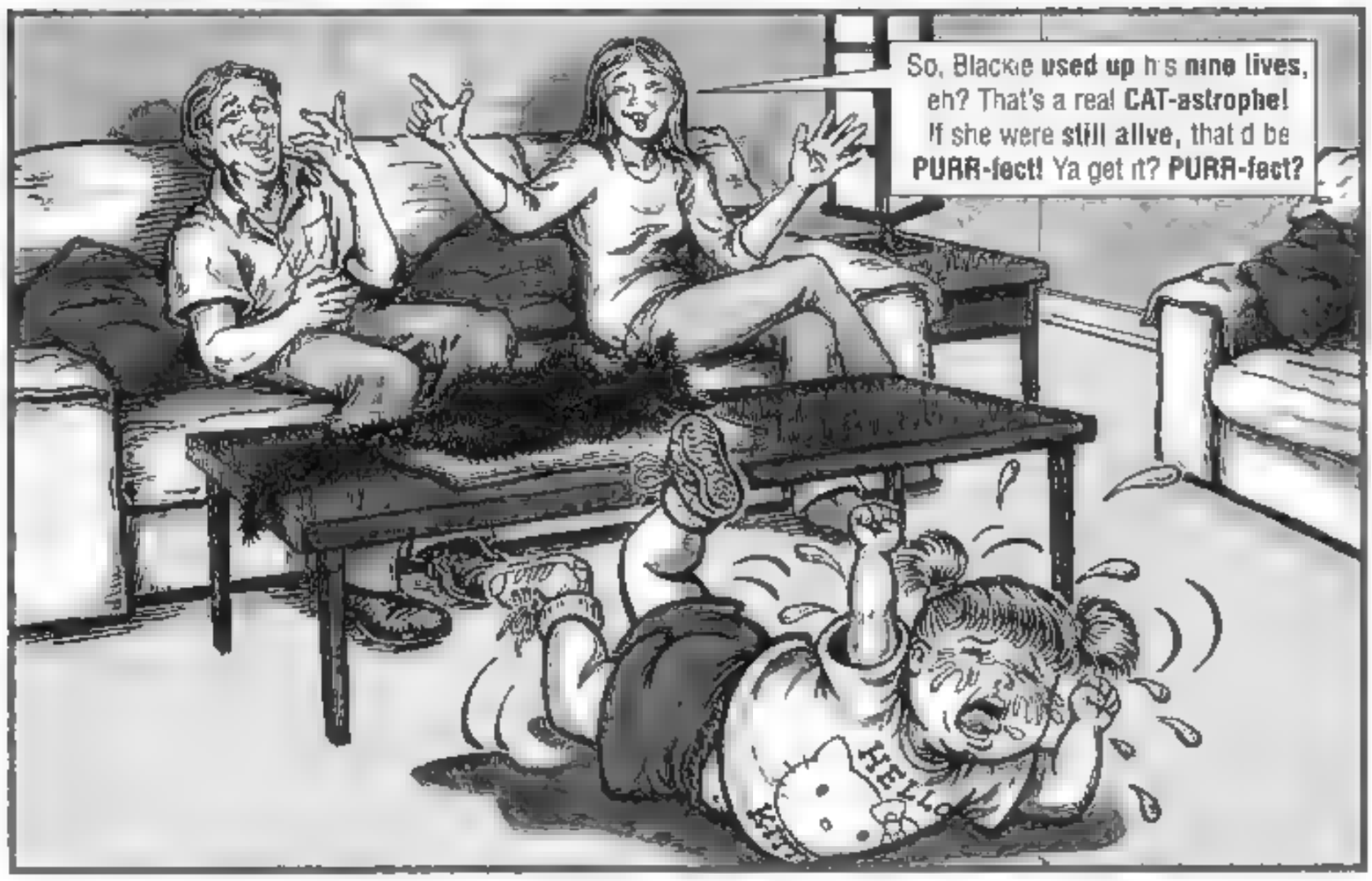
But at least when that day comes, you'll be prepared because you know all the...

APPROACHES TO AVOID WHEN YOUR CHILD'S PET DIES

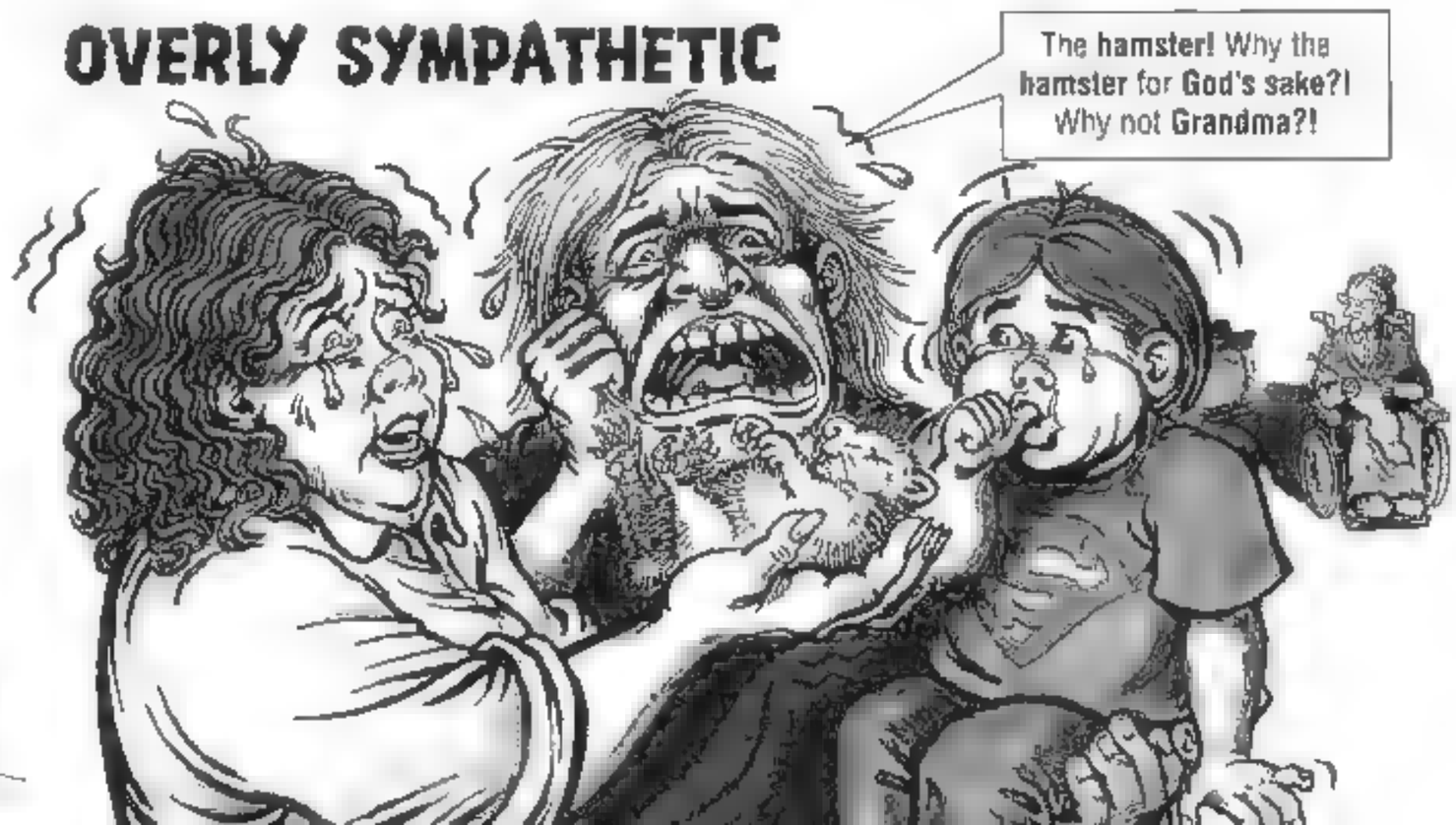


TECHNICAL

COMEDIC


So, Blackie **used up** his **nine lives**, eh? That's a real **CAT-astrophe!** If she were **still alive**, that'd be **PURR-fect!** Ya get it? **PURR-fect?**
HELLO KITTY

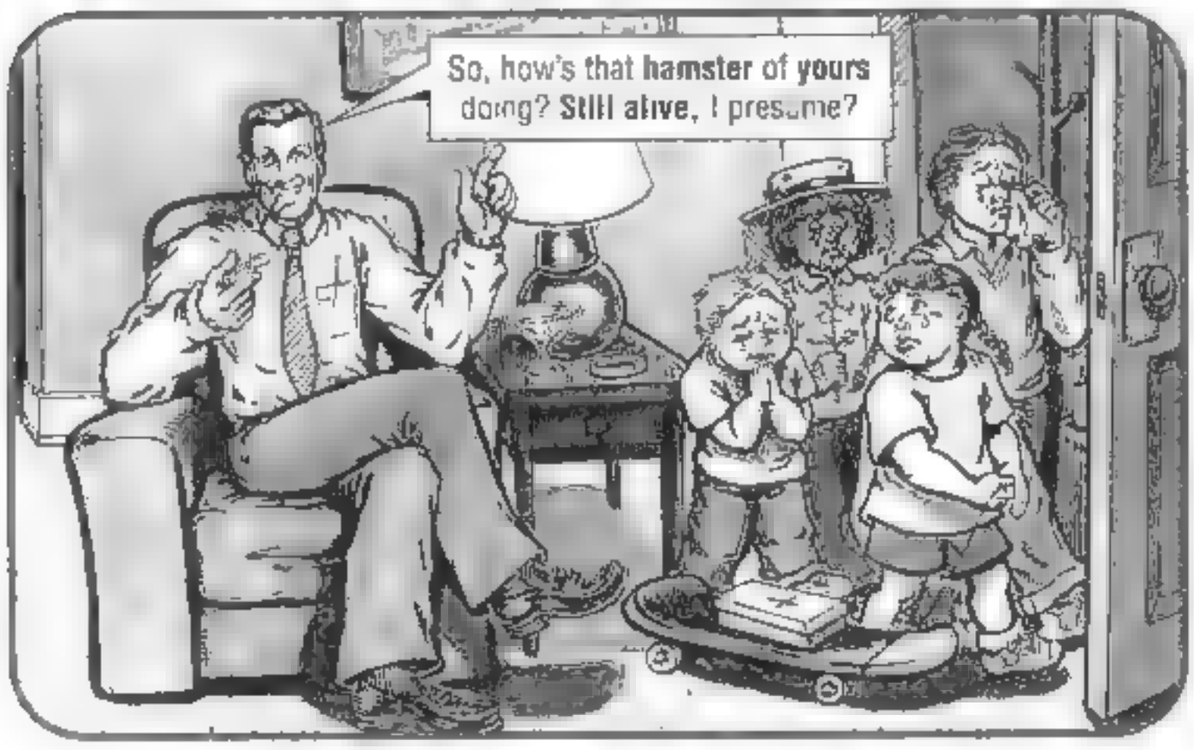
OVERLY SYMPATHETIC



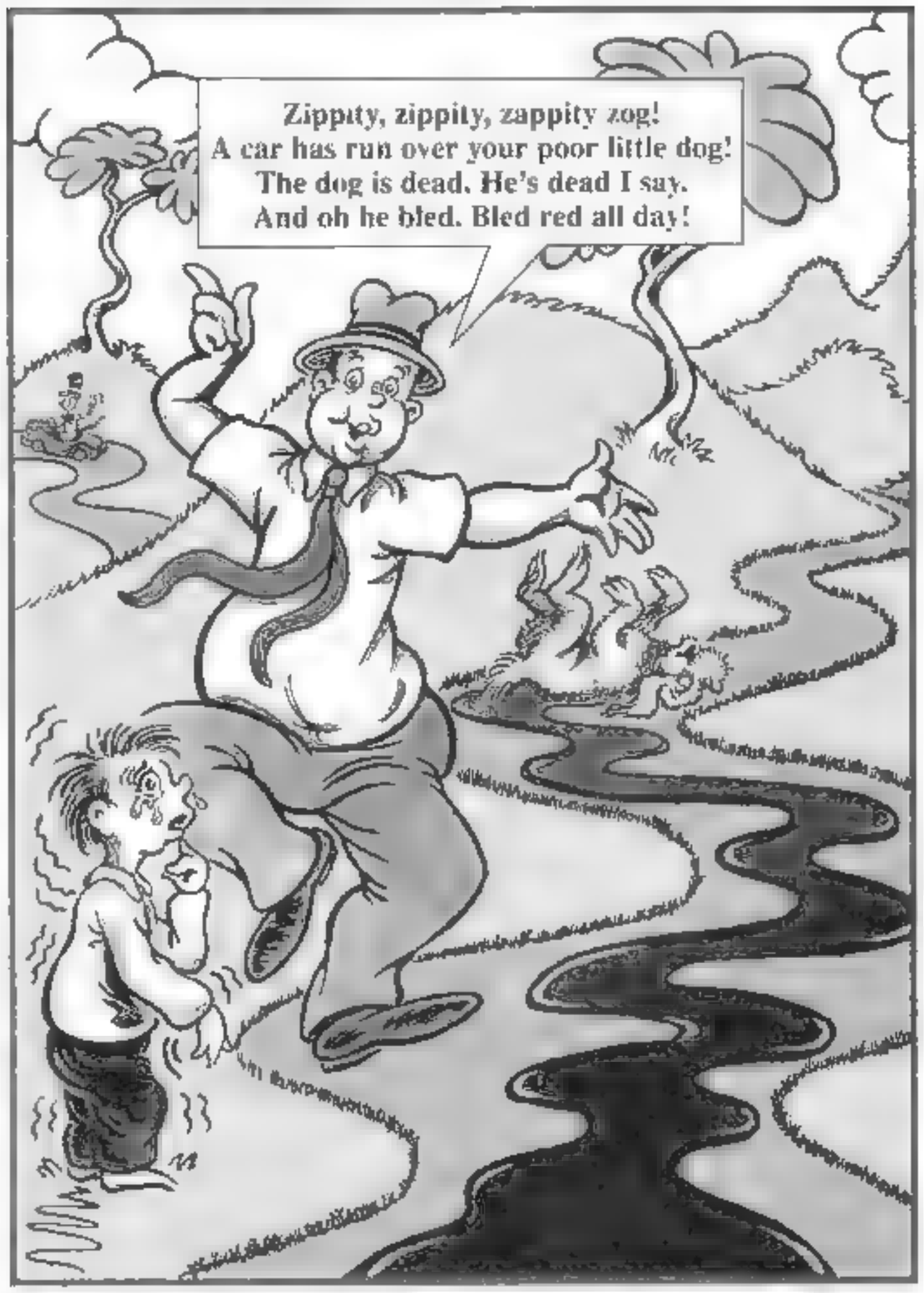
ARTIST: LESLIE STERNBERGH

WRITER: JEFF KRUSE

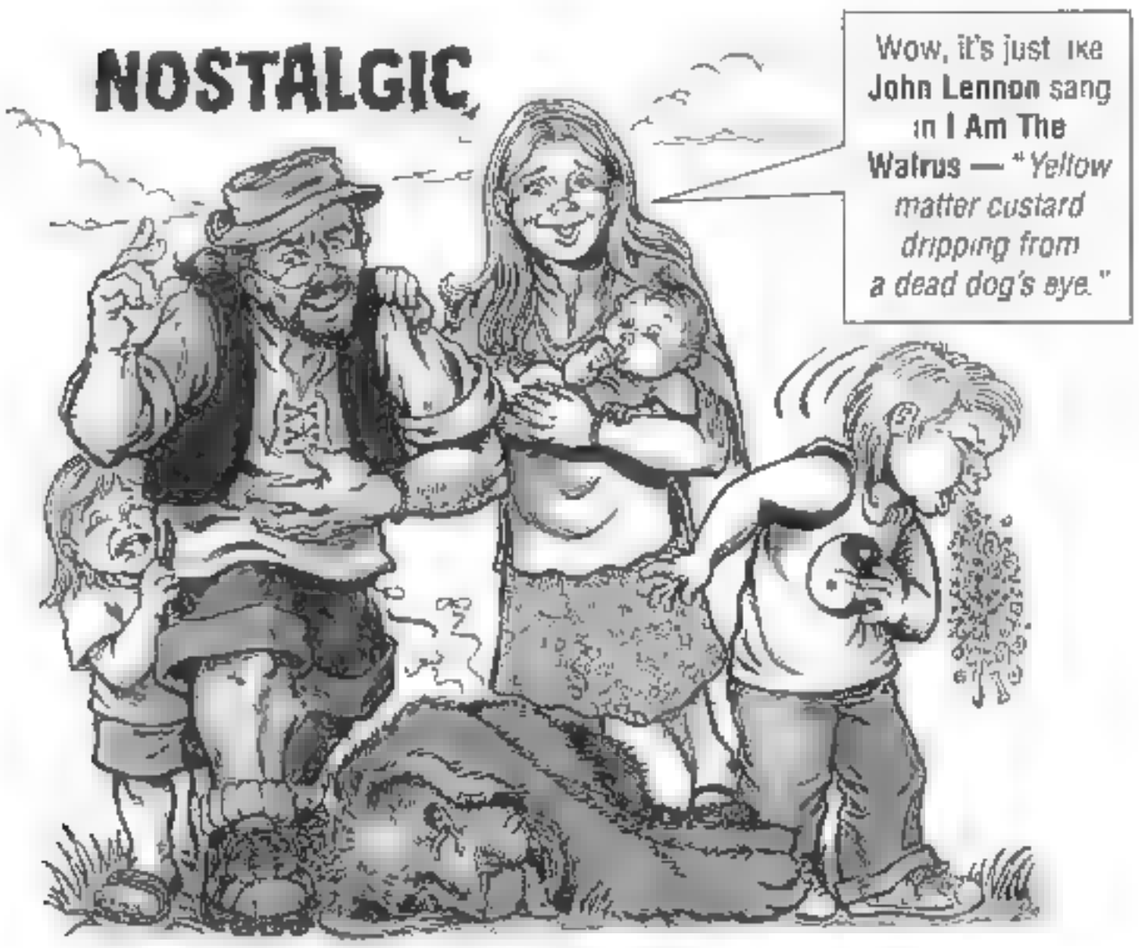
NOT PAYING ATTENTION



DR. SEUSS-LIKE

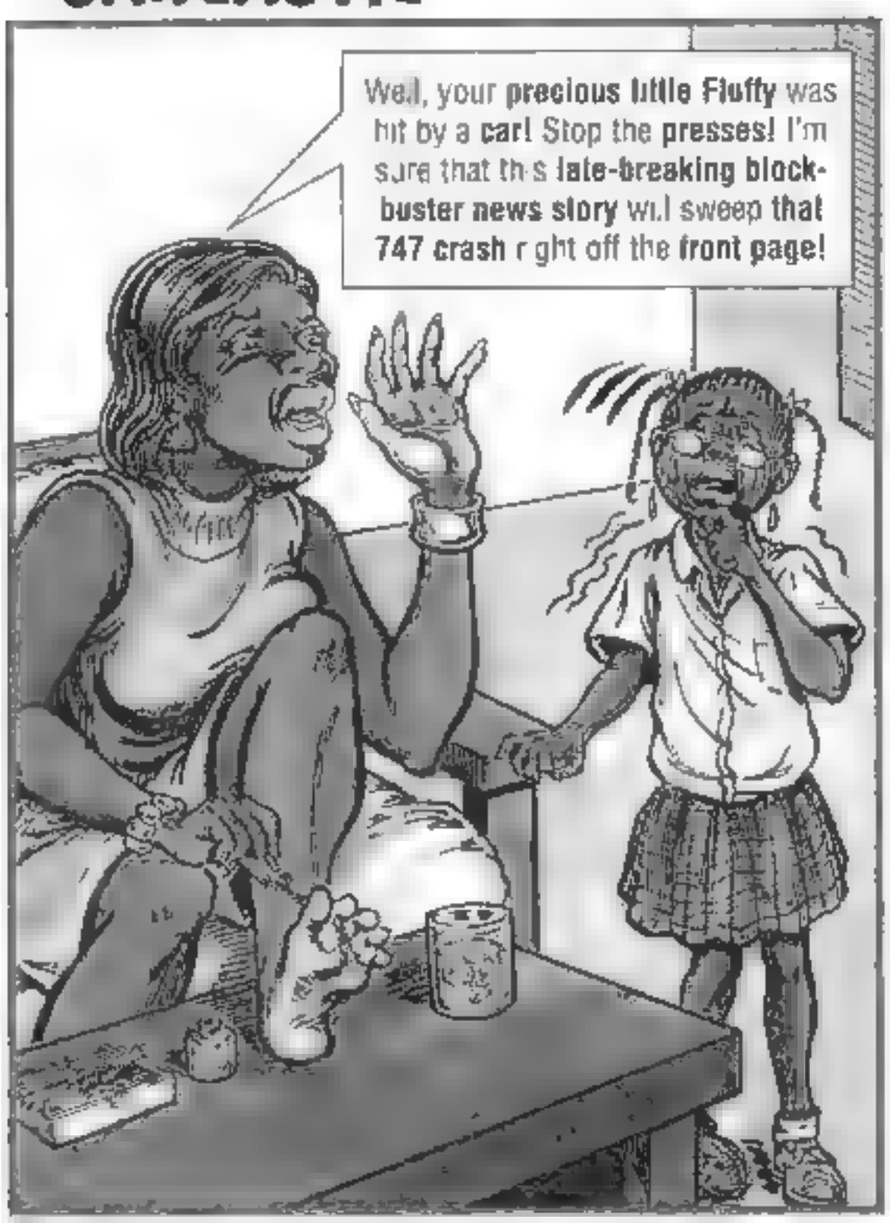

Zippity, zippity, zappity zog!
A car has run over your poor little dog!
The dog is dead. He's dead I say.
And oh he bled. Bled red all day!

NOSTALGIC



IGNORANT

SARCASTIC


Well, your precious little Fluffy was hit by a car! Stop the presses! I'm sure that this late-breaking block-buster news story will sweep that 747 crash right off the front page!

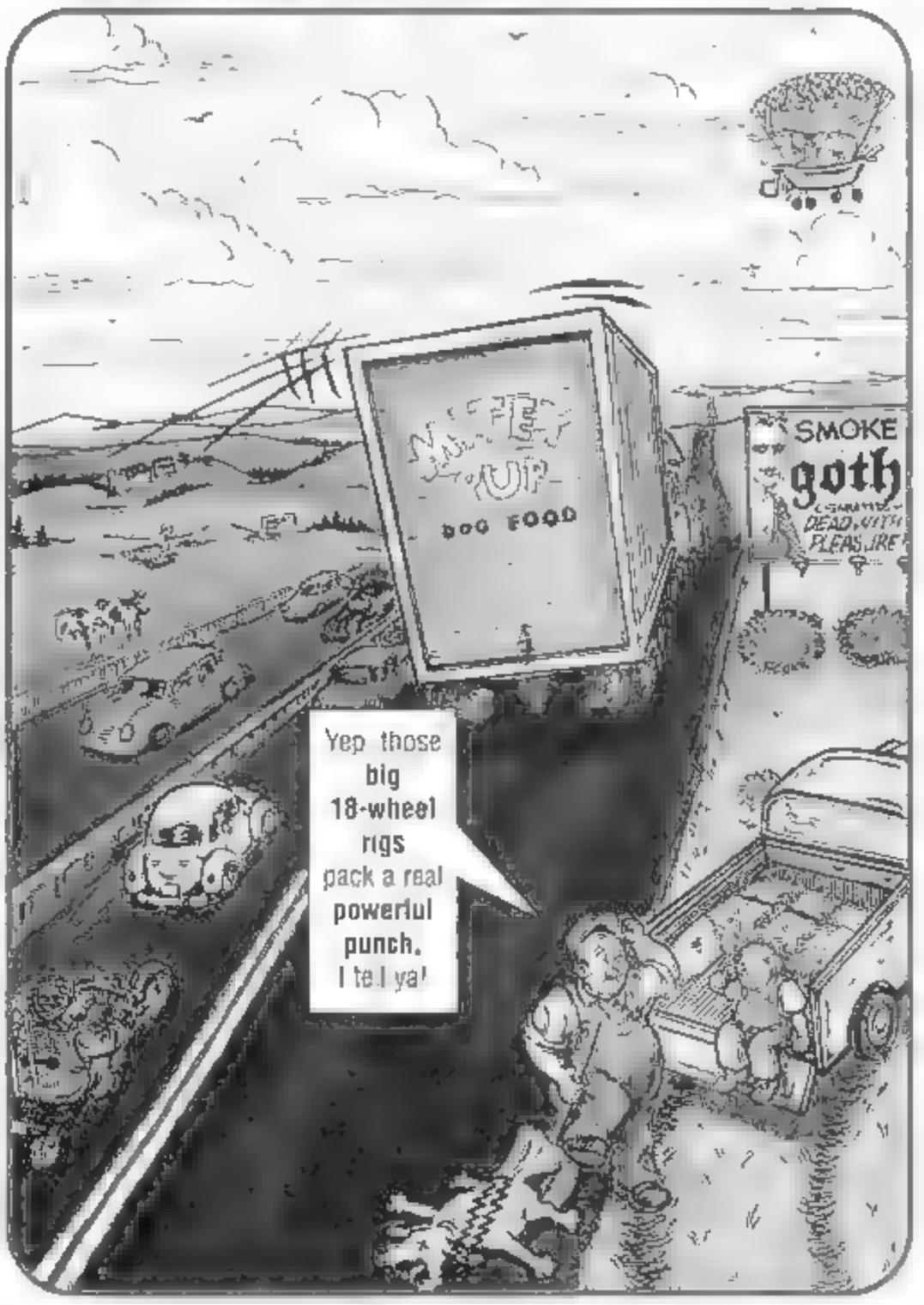
RELIGIOUS

If only Brownie had been a more obedient dog! Maybe then he would still be alive and not burning in the eternal flames of Hell right now!

ULTRA-PERKY

Well golly, that's just **not too fun!** But you know what? I bet if you put a **great big smile** on your face, sing a **happy tune** and put your **chin up,** th ngs will be **lookin' up** in **no time!**

MATTER-OF-FACT



PRETEND NOT TO HEAR

CHANGE OF SUBJECT

DOOM AND GLOOM

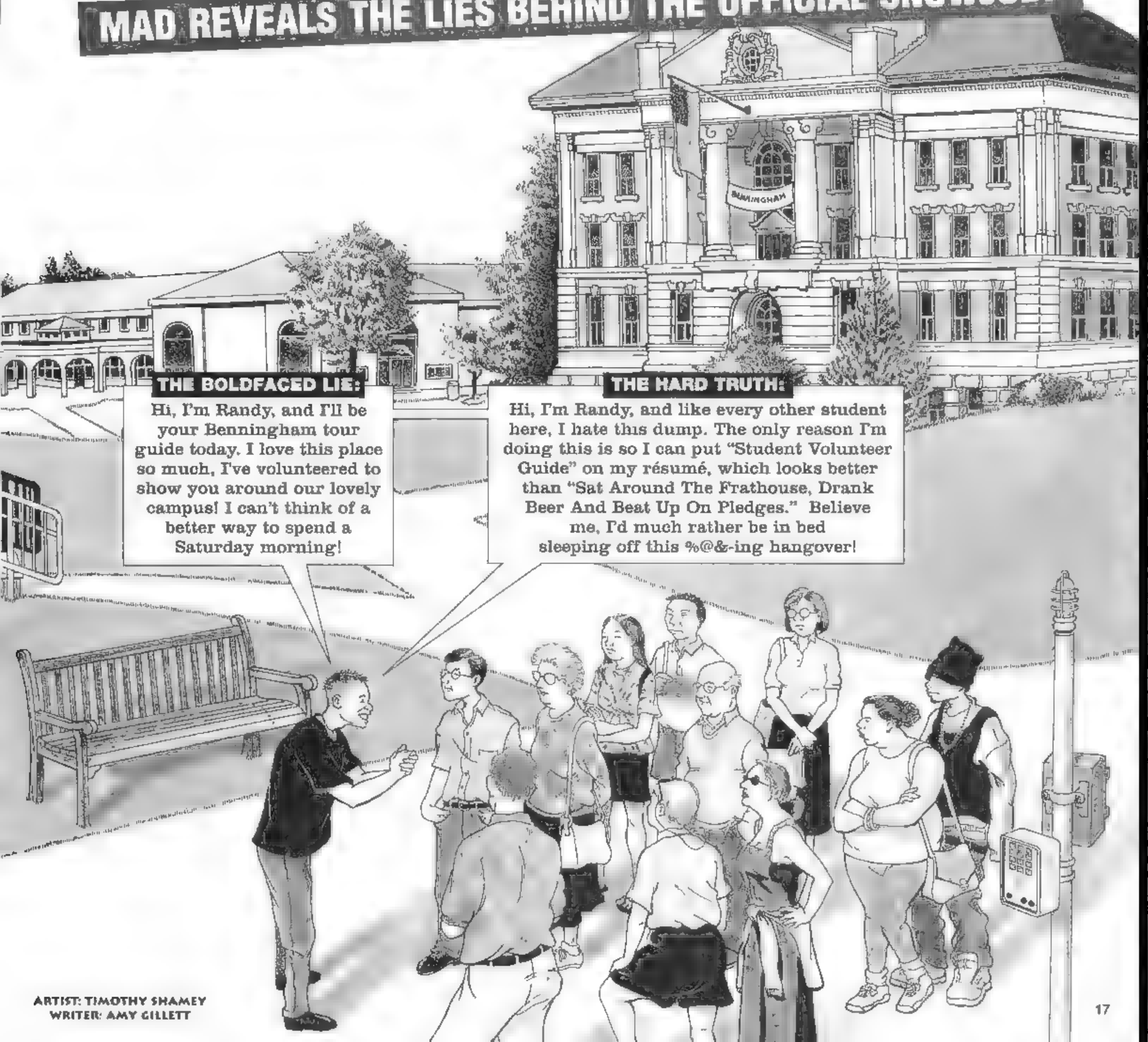
You think the **dog dying** is **bad,** but that's only the **start!** Just wait until **I die,** and your **mother dies** and you're left **all alone!** That will be **REALLY horrible!**

BLATANTLY DISHONEST

Every year thousands of high school students go on the college tour circuit shopping for the educational institution that's just right for them. So, of course, colleges put on their best show, hoping to sucker you into plucking down the big tuition bucks. But how can you get past their official line of bull to find out what's really going on? Easy! Just read...

COLLEGE TOURS EXPOSED!

MAD REVEALS THE LIES BEHIND THE OFFICIAL SNOWJOB!


BENNINGHAM
THE BOLDFACED LIE:
Hi, I'm Randy, and I'll be your Benningham tour guide today. I love this place so much, I've volunteered to show you around our lovely campus! I can't think of a better way to spend a Saturday morning!
THE HARD TRUTH:
Hi, I'm Randy, and like every other student here, I hate this dump. The only reason I'm doing this is so I can put "Student Volunteer Guide" on my résumé, which looks better than "Sat Around The Frathouse, Drank Beer And Beat Up On Pledges." Believe me, I'd much rather be in bed sleeping off this %@&-ing hangover!

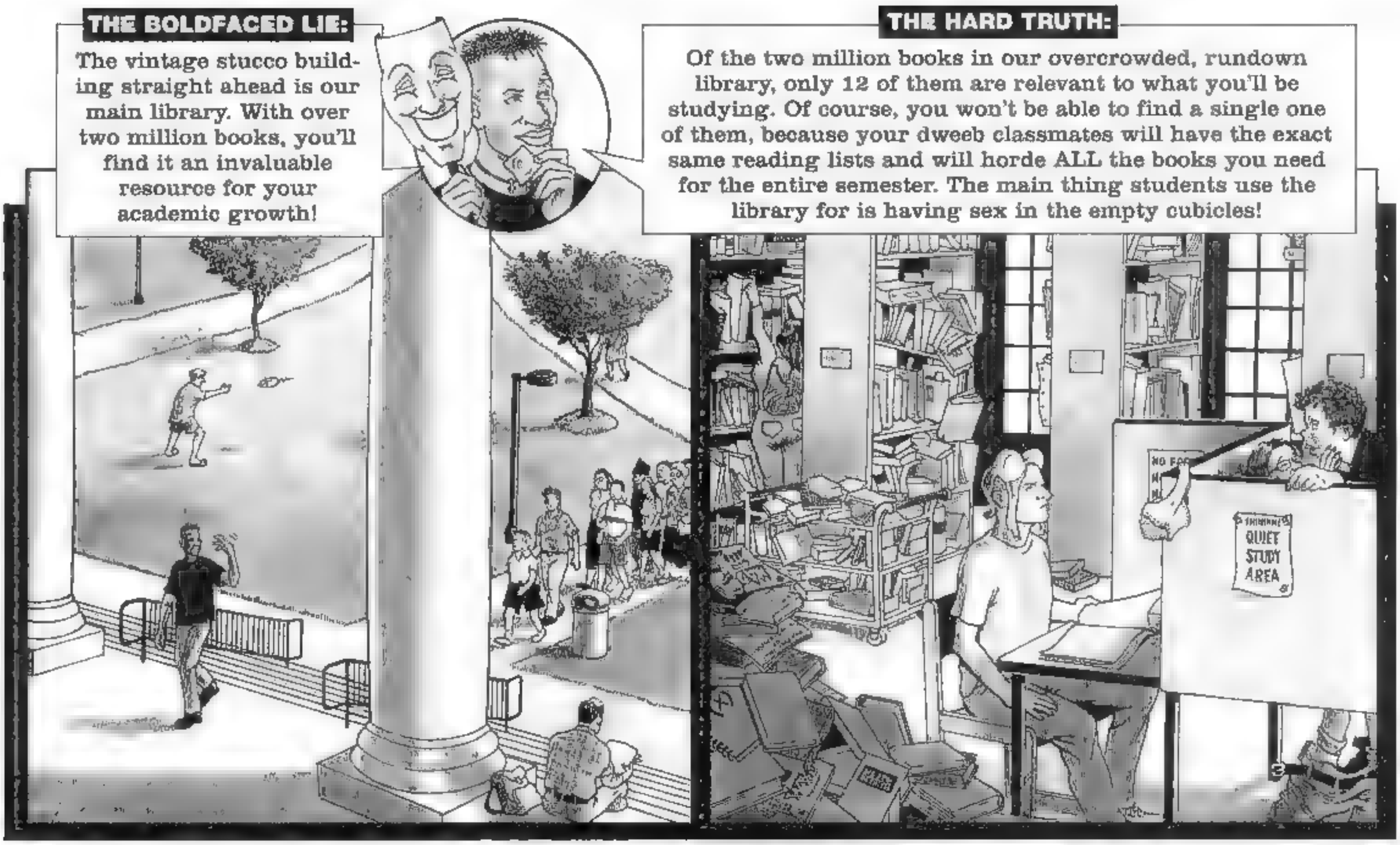
ARTIST: TIMOTHY SHAMEY
WRITER: AMY GILLETT

THE BOLDFACED LIE:

The vintage stucco building straight ahead is our main library. With over two million books, you'll find it an invaluable resource for your academic growth!

THE HARD TRUTH:

Of the two million books in our overcrowded, rundown library, only 12 of them are relevant to what you'll be studying. Of course, you won't be able to find a single one of them, because your dweeb classmates will have the exact same reading lists and will horde ALL the books you need for the entire semester. The main thing students use the library for is having sex in the empty cubicles!

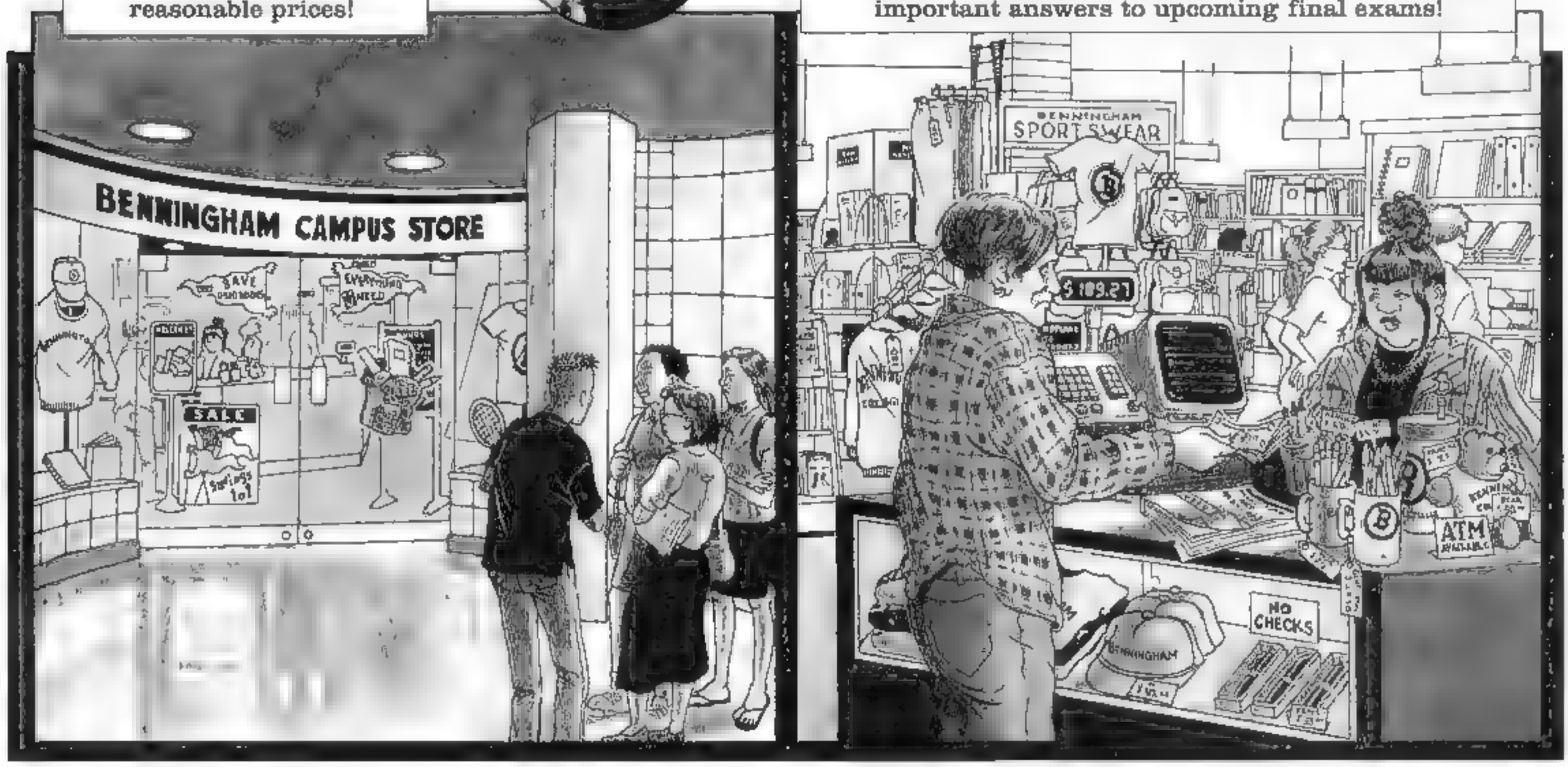


THE BOLDFACED LIE:

Here's our bookstore where you'll find everything you need for college life at reasonable prices!

THE HARD TRUTH:

If your idea of "reasonable" is coughing up $75 for a used, out-of-date textbook on Babylonian Agriculture, then our bookstore is the place for you! Among the essential supplies you'll need to get through college that AREN'T for sale here are rolling papers, bongs, weed, keg taps and the always important answers to upcoming final exams!

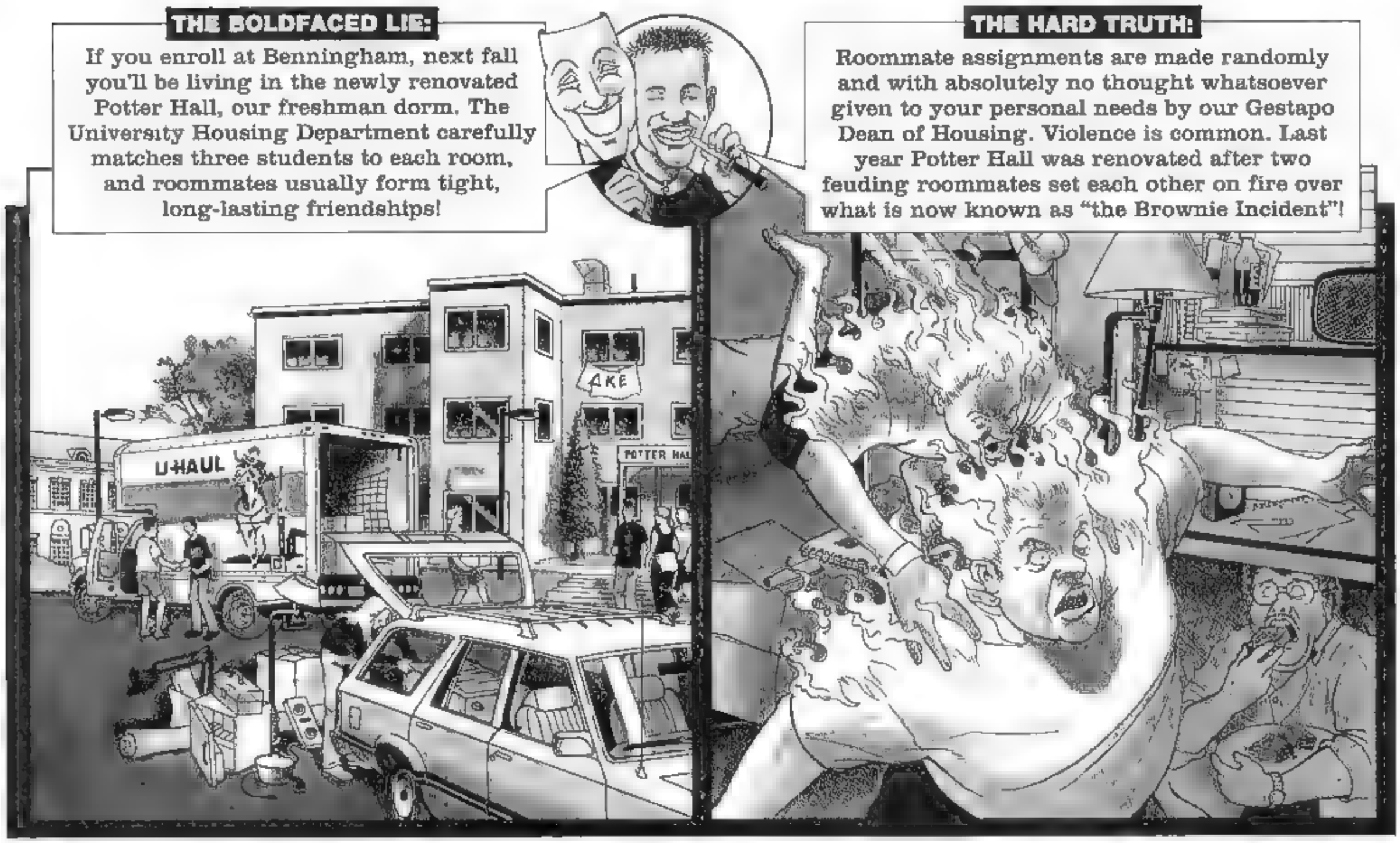


THE BOLDFACED LIE:

If you enroll at Benningham, next fall you'll be living in the newly renovated Potter Hall, our freshman dorm. The University Housing Department carefully matches three students to each room, and roommates usually form tight, long-lasting friendships!

THE HARD TRUTH:

Roommate assignments are made randomly and with absolutely no thought whatsoever given to your personal needs by our Gestapo Dean of Housing. Violence is common. Last year Potter Hall was renovated after two feuding roommates set each other on fire over what is now known as "the Brownie Incident"!

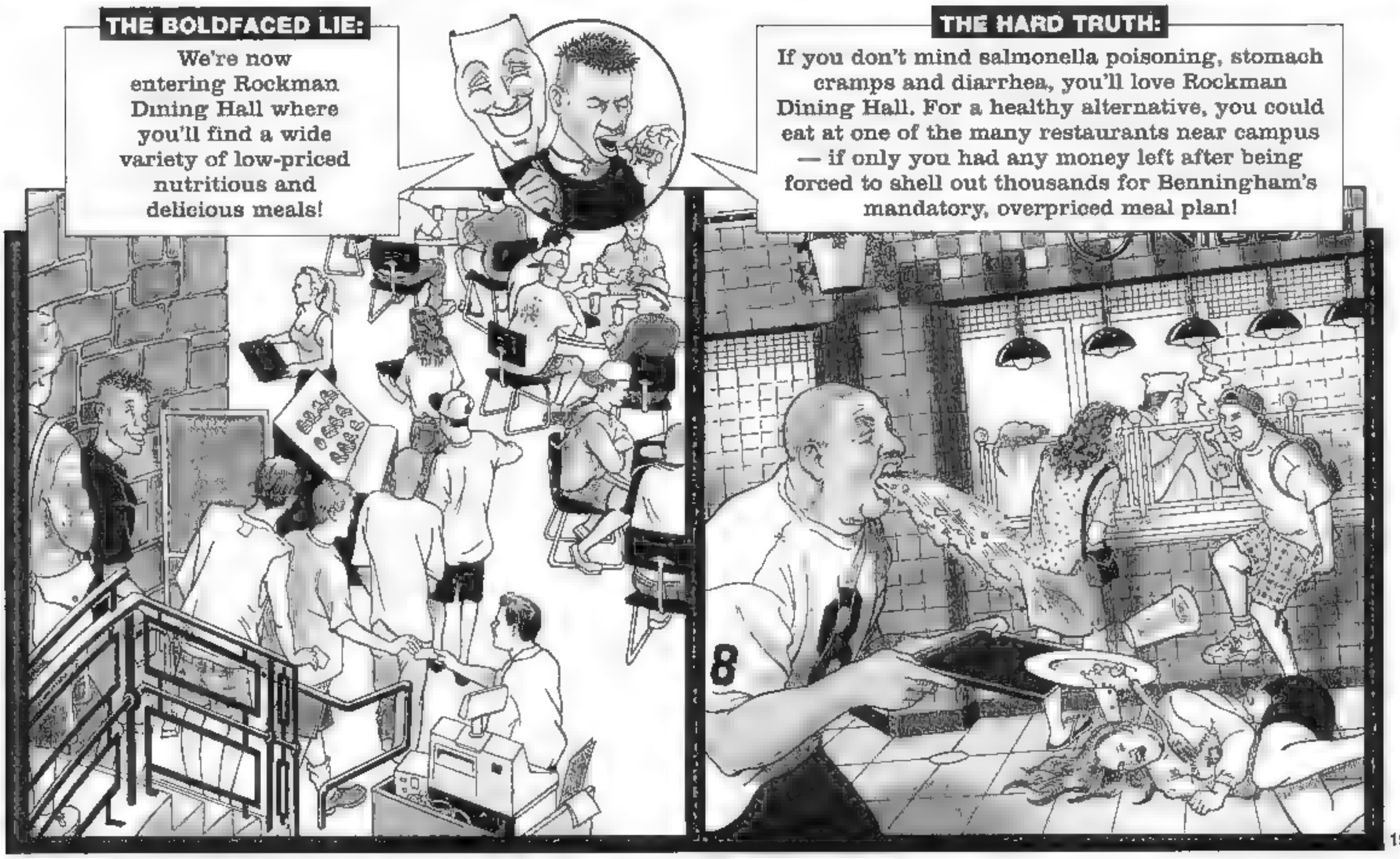


THE BOLDFACED LIE:

We're now entering Rockman Dining Hall where you'll find a wide variety of low-priced nutritious and delicious meals!

THE HARD TRUTH:

If you don't mind salmonella poisoning, stomach cramps and diarrhea, you'll love Rockman Dining Hall. For a healthy alternative, you could eat at one of the many restaurants near campus — if only you had any money left after being forced to shell out thousands for Benningham's mandatory, overpriced meal plan!



THE BOLDFACED LIE:

That small brick building straight ahead is The Agatha Globbitz Alumni Relations Center. It's serves as a reminder that Benningham is there for all of us long after we graduate!

THE HARD TRUTH:

While you're a student, the Alumni Relations Center will use you as slave labor to beg alumni for donations. Once you leave here, they will badger you relentlessly with phone calls and letters pleading for money that you don't have because you can't get a job because you were dumb enough to go to Benningham!

THE BOLDFACED LIE:

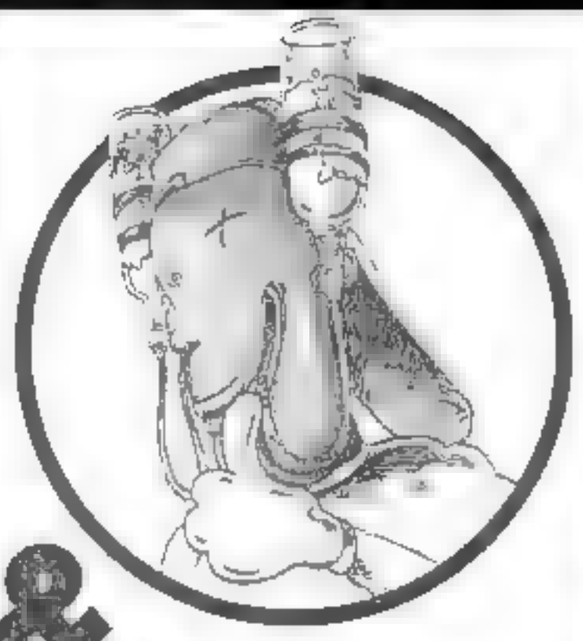
That ends our tour for today. I really enjoyed showing you around campus, and I hope you'll decide to attend Benningham College. Have a nice day!

THE HARD TRUTH:

Thank God this tour is over! I don't give a rat's ass whether you come here or not! Personally, I think you should go to the vocational school down the street. You'd save a bundle, and at least you'd be employable as an air-conditioner repairman instead of having to run off to Albania as a volunteer English Teacher. Go to hell!

THE SCHMUCKS STOP HERE DEPT.

Planning a little get-together, a little soiree with a few close friends? Well, before you put on the old ascot and smoking jacket and break out the French onion dip, you best check in with those experts o'entertaining. Here's...

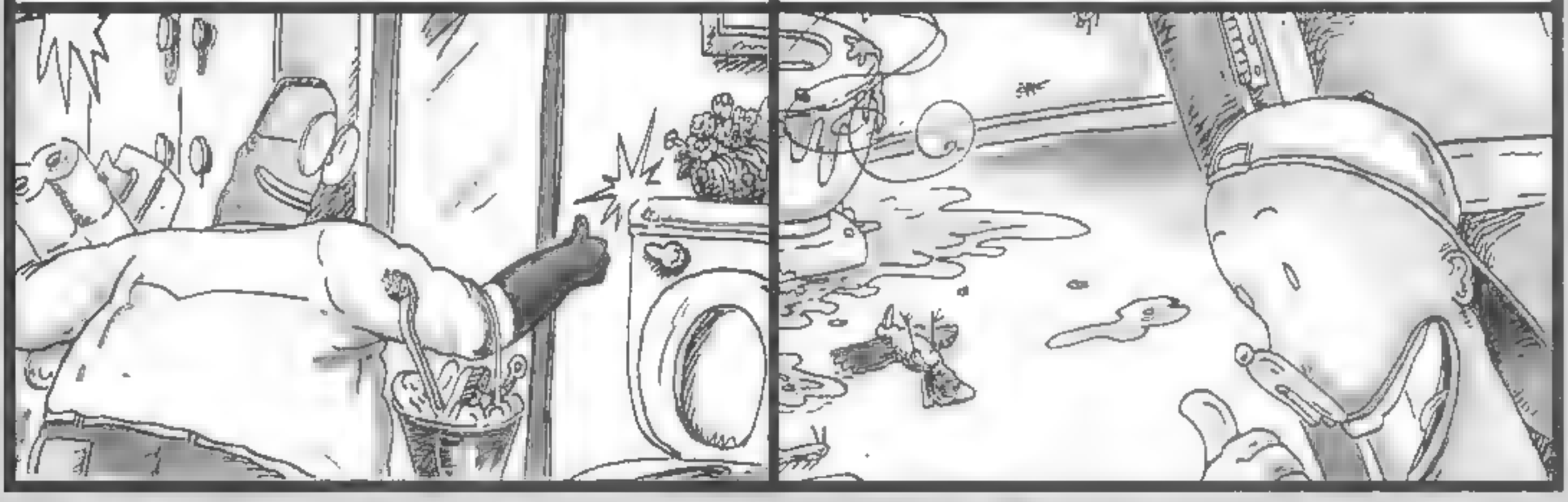


Melvin & Jenkins'

GUIDE TO HOSTING A PARTY

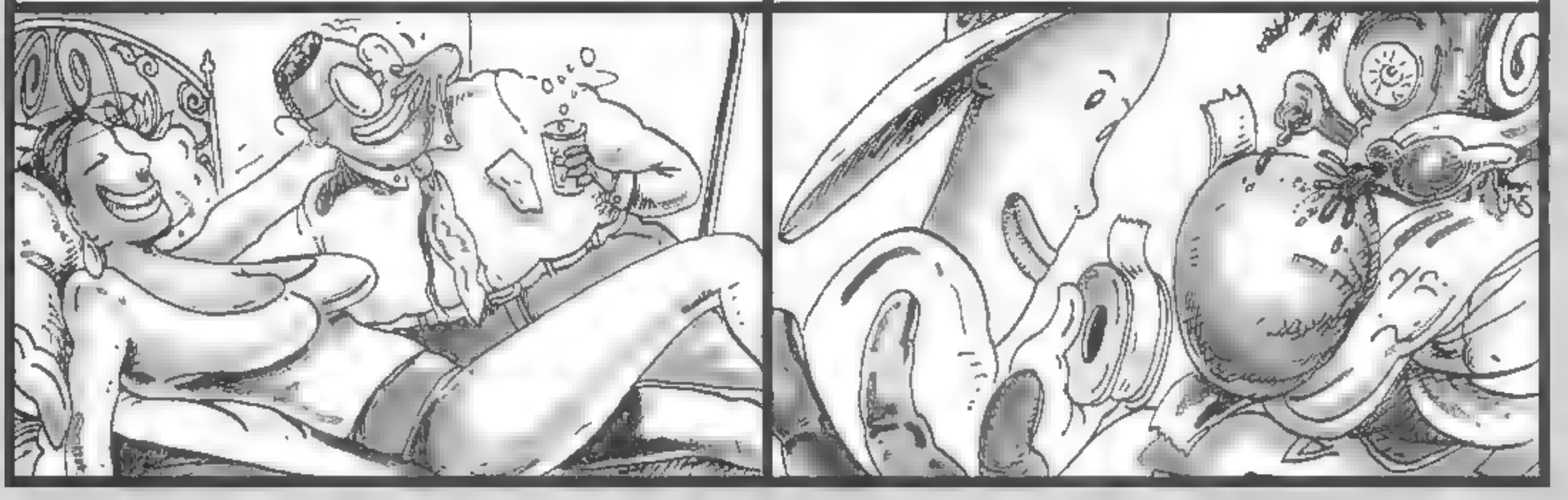
Jenkins keeps his bathroom sparkling clean and well-stocked with essentials for the comfort and convenience of his guests.

Melvin warns his guests: if the canary's dead, enter at your own risk!



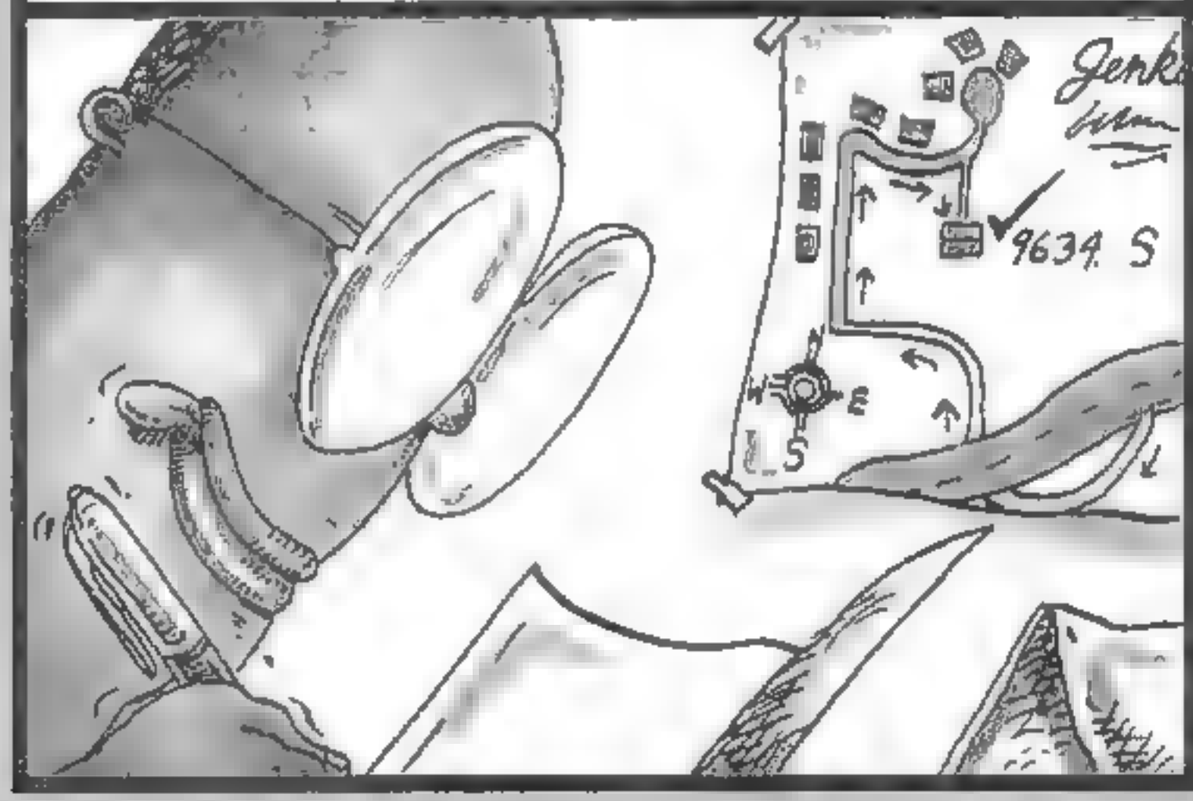
Jenkins always offers any guest who has overindulged on refreshments a quiet place to lie down and some antacid medication, if needed.

Melvin finds that some well-placed duct tape really helps to keep the vomit contained.



ARTIST: KEVIN POPE WRITER: TOM CHENEY

Jenkins carefully prepares a detailed map of how to get to his house, and encloses it with his invitations.



Melvin advises any guests who can t find his place to follow the motorcycle gangs until they come to a house where people are re-enacting *Caligula* on the front lawn.

Jenkins prepares his invitation list carefully to insure a compatible and interesting blend of guests.

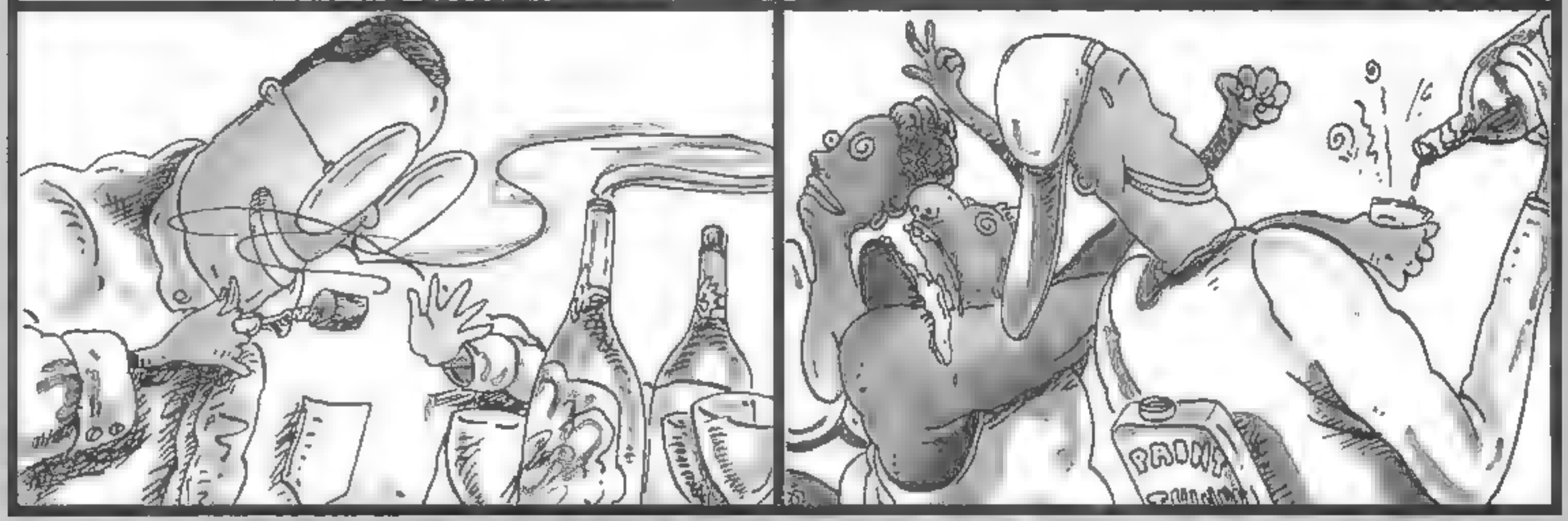
Melvin makes sure that rival gang members are invited to keep things at a fever pitch while the strippers are on their breaks.

Jenkins makes it a point to visit with each and every guest and is more than happy to cater to their special needs or requests.

Melvin is careful to avoid stacking passed out guests more than four deep so the ones on the bottom don't suffocate.

Jenkins honors his guests' discriminating tastes by serving only the finest wines which have had adequate time to breathe at room temperature.

Melvin knows that once his guests have finished all the tequila, they'll be too smashed to notice they're drinking an economical brand of paint thinner.

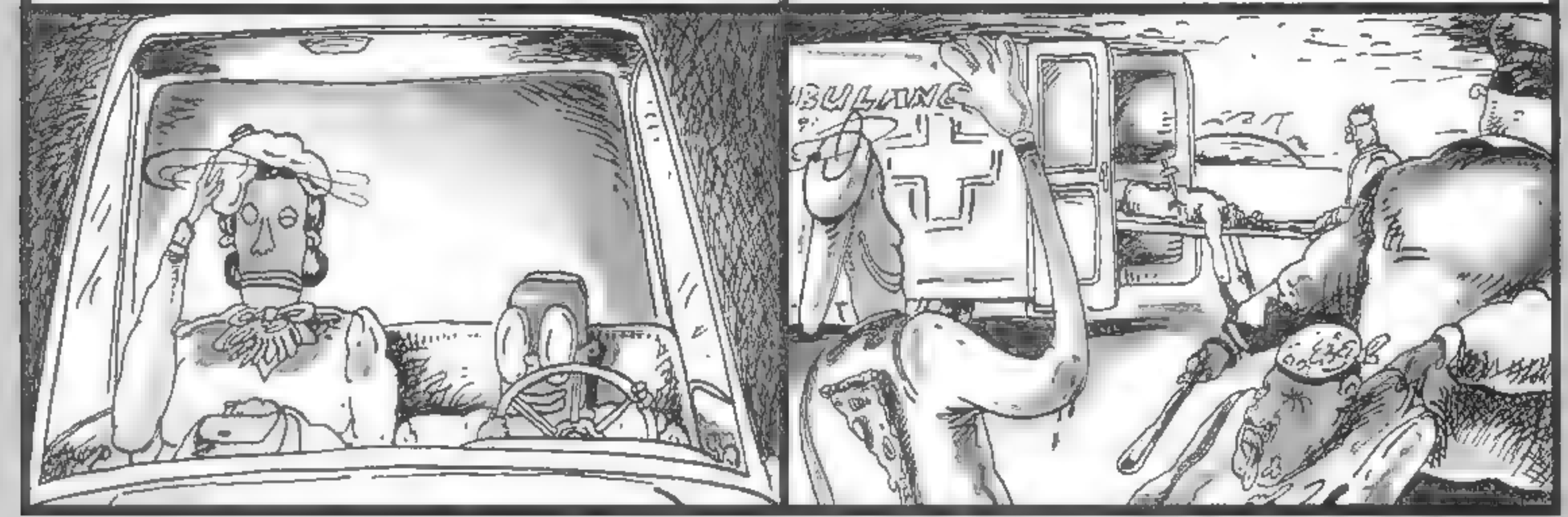


Jenkins plays music at moderate levels to allow guests to chat without having to shout at one another.

Melvin provides guests with wads of dryer lint to stem the flow of blood from their ears if they wander too close to the stereo speakers.

Jenkins cheerfully volunteers to be the designated driver for the evening, to insure that his guests arrive home safely.

Melvin never worries about his guests' means of transportation because they all end up getting hauled away in either ambulances or police cars.



How To Ta
Kids Abou

Talking to your kids about drugs. It's probably one of the most difficult tasks that parents face today. But it's a job that must be done.

The best thing about the subject is that you don't have to do it well. You simply have to try. Your kids probably don't expect much from you anyway, given how badly your talk about sex with them went. But that's another matter and it's in the past. This is your chance to gain back a shred of the trust and respect you lost in their eyes after that debacle.

Accept rebellion.

At the heart of it, drugs, alcohol, wild hairstyles, ear-splitting music and the like is teenage rebellion – your child's way of telling you that they hate you, your lifestyle, your friends and all the values that you hold in high esteem and have worked your entire life to achieve. This is a good thing. If teenagers are to develop any sense of self worth and superiority, there is no one better or more convenient for them to look upon with disdain and contempt than their parents.

You rebelled. They're rebelling. Problem is, you did it much more intensely and recklessly than your kids would ever dream of doing it. Which is why you have no credibility discussing topics like drugs with your kids and why they hate you so, frequently laughing at you and mocking you behind your back.

But, like we said, you have to have this talk with them about drugs so you might as well just get on with it.

Don't get discouraged.

When you talk to your kids about drugs, you may think nothing is getting through to them. And you're probably right. But keep at it anyway. Nag incessantly if you have to. Your parents did it to you and now's your chance to do it to your kids and to continue this disturbing family tradition.

Sometimes it can be very awkward getting started. Most parents rarely talk to their children, and when they do it's usually about something very superficial and unimportant, like what time the mall closes or missing money from a wallet or pocketbook. To get the ball rolling, try rehearsing the conversation with your spouse beforehand. Many parents have written to tell us they found this technique very helpful. Many more parents have written to say they found a tequila shot or two right before confronting the child to be even more helpful.

Partnership for a Dr

LK TO YOUR UT DRUGS.

START ANYWHERE.

However you get started is up to you. But what you say and how you say it is extremely important if your conversation with your child is to be effective.

"Do you know about any of your friends or classmates doing drugs?"

"What kind of drugs?"

"Do you know where they usually buy them and how much the dealer charges?"

"How could mommy or daddy get in touch with this dealer?"

SOME DO'S AND DON'TS.

Most psychologists say what's most important when speaking to your child is that you speak from the heart. That's crap. Society's been listening to these eggheads for years and things haven't gotten one bit better. And besides, if most parents told their kid what's really in their hearts, the kid would run out of the room screaming and be horribly, emotionally scarred for the rest of their life. Where do you think serial killers and ax murderers come from, anyway?

No, it's better if you do as little talking as possible. There's less chance to screw up and it puts more of the burden on the defensive child.

The dialogue should be open and frank. Ask your child his or her opinion about drugs. Express to your child your fears and concerns. Share with your child what it was like when you were a teen growing up, though here it's probably best if you leave out or deny any experimenting you may have had with marijuana, cocaine, hallucinogenic mushrooms, LSD and heroin.

Also, consider leaving out or denying any stories about your being expelled from school, any Grateful Dead concerts you may have gone to, waking up in a bus terminal in a pool of your own vomit, drug related traffic accidents in which one or more of your classmates or friends were killed with you behind the wheel and that whole seven-year Colombian "vacation" you took.

Above all, be honest.

We know it isn't easy, especially with your short-term memory problem. But it's important that you try. That your child knows how you feel.

And it's probably best if, when you speak to your child, you don't do it when you're stoned.

For more information about how to talk to your kids about drugs, ask for our free book, "Do As I Say, Don't Do As I Did." Call 1-800-HIPPOCRIT.

MAD AD PAGE

RUGGED-OUT AMERICA

JOCK AROUND THE CLOCK DEPT.

A MAD Peek

Here's what we'd like to know: How does ESPN fill not one, but TWO 24-hour-a-day cable channels with interesting, exciting, fun, edge-of-your-seat sports coverage? Actually, it's a trick question. They don't! As you'll see in...

Hey, there's the Fabulous Sports Babe doing her show! Is it true that in her memoirs she used the F-word 6,386 times?

Actually 6,387, if you count the dedication to her mother!

These are the offices of ESPN2, or as we like to call it, "The Deuce"!

I've noticed that ESPN2 carries many of the lesser-known international sports!

What are you talking about? There's a HUGE audience for the Royal Hobart Tasmanian Cricket Championship!

It began in 1986 with Bill Parcells and it's revolutionized the game as we know it today!

You mean that play where the quarterback dumps the ball off to his tight end?

No, I mean that play where the defensive end dumps the Gatorade off on his coach!

We're doing a video tribute for Shaquille O'Neal's birthday! Do you think I should lead with action footage of Shaq mugging to the camera as he shatters a backboard? Or maybe a scene from his latest film? Or how about showing him in the studio cutting his new rap CD?

Why not go with something truly unique? Run some footage of him making a free throw!

I'm running close to deadline! I need to come up with a "Did You Know" segment for tonight's *SportsCenter!*

How about, "Did you know that even though most of our viewers are semi-literate morons, they can, thanks to this segment, tell you who was the only left-handed backup quarterback out of an Ivy League school to play in both the NFL and the USFL?"

No, I think we did that one last week!

Behind the Scenes at ESPN

ARTIST: ANGELO TORRES WRITER: JOHN CALDWELL

This guy has no clue! He'll never be a big time player!

Are you kidding? He just sank a thirty-footer at the buzzer to clinch his team's victory!

Yeah, but he doesn't even know which camera to run up to and make faces! He'll never get on *SportsCenter!*

Wow, Bill, what the heck happened to you?

Our hockey analyst Barry Melrose was trying to explain the difference between a two-minute minor and a five-minute major penalty!

Which is...?

Oh, about nineteen stitches!

Hey, who's that guy?

That's Earl "Bobo" Wykowsy — he was three-time middleweight champion of the world back in the sixties!

Is he one of those wacky former jocks ESPN uses in their hilarious *SportsCenter* commercials?

No, he's one of the wacky former jocks ESPN uses to clean the toilets! There's not much other work for an incoherent punch drunk pug!

I just took a call from a guy complaining that we never cover European Soccer!

That's ridiculous! Just last week we showed that big riot in Wembley Stadium, the gorgeous blonde streaker at a match in Berlin, the fat fan in Scotland who had his whole body painted MacGregor plaid and a clip of that Spanish announcer setting a Guinness World's Record for taking five and a half minutes to say the word "GOOOOOAAAAAAAAAAAL!"

Michael Jordan was on fire tonight! He filled the Pacers' defense with more holes than those drug-dealing kids in *Pulp Fiction!*

I don't want to say Coach Larry Brown was angry with his team, but he looked like Noam Chomsky on an East Timor rant!

You know, those ultra-hip, pseudo-intellectual references you use to end your segments are getting a little obscure! We got a hundred letters last week asking you to explain them!

So what? It's not our fault these people are morons!

Yeah, but half those letters were from Dennis Miller!

ESPN C.E.O

MSNBC

The Big Show

Rolling Ball

by WILLIAM F. BUCKLEY

AND THEY CALL IT YUPPIE LOVE DEPT.

They're rich!
They're driven!
They're self-centered!
They're hopelessly neurotic,
profoundly out-of-touch
and deeply dysfunctional!
Let's walk a mile in their Gucci
shoes and meet the people of...

Fairview Estates

BMWs Only Beyond This Point

Kyle! Allyssa! Come into the living room! We're going to have an honest and loving discussion about human sexuality!
Your mother and I have decided that we don't want you learning about sex from the vague, impersonal information they give kids in health class!
And so, we've video-taped our lovemaking! After we watch the tape together, we'll have a meaningful dialogue!

SNORT!
SNORT
SNORT
Oh MY GOD! Son, what are you DOING?
That s MOMMY'S COKE!
So, how are your children?
Excellent! Our domestique tells us that Tanya just took her first steps and that Kai is doing very well in school!
GREY BLACKWELL
Now kids... your mom is moaning because...she's in a state of...arousal...
Oooooooh
Ooooooh
Oooh
Uh, should we really be watching this?
Yes! Otherwise, you might develop sexual hang-ups!
But honey! If you don't get breast implants, what will all my friends think?

ARTIST: GREY BLACKWELL WRITER: SEAN EISENPORTH

Victor! Victor! I'm glad you're sitting down for this...
MEN'S HEALTH
The Johannsen's golden retriever just soiled our front lawn!
That's outrageous! I'm calling our attorney!

But mom! I don't want to see the therapist! I feel fine!
No, you just think you feel fine because you're in denial! Let's go!

Stephané! Did you just break this lamp?
Wah! I didn't mean it! I'M A VICTIM!
Oh, you poor, poor baby! I'm sorry! Let mommy validate your feelings!

But Ashley! I don't understand why you won't let me into your clique!

Look: Meghan has Post-Divorce Trauma, Claire has Motivational Deficiency Disease, Buffy has Existential-Isolation Complex and I'm suffering from Justin-Gimelstob Syndrome!

Get a trendy disorder, and then we'll talk!

Oh, Stephie, Katie... look at that poor homeless person over there!

That is, like, SO sad!

Yeah, really.

Now I'm, like, all depressed and stuff.

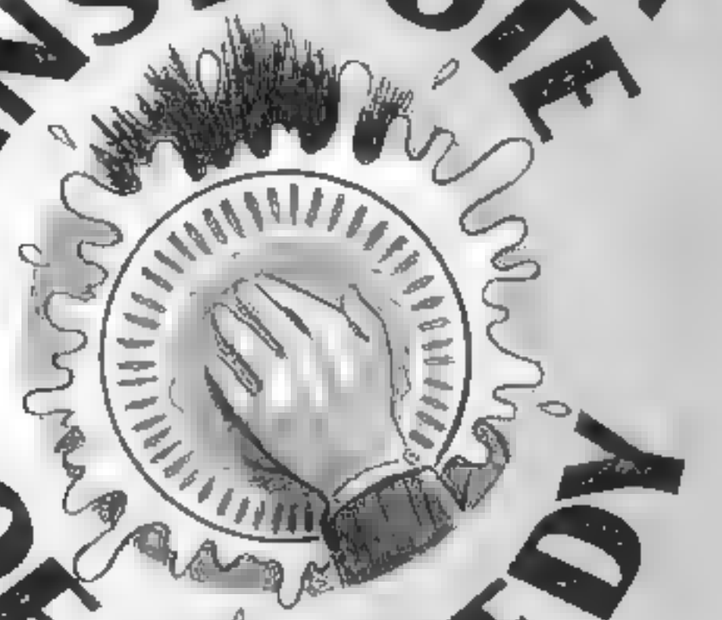
SHOPPING SPREE!

Are you always cracking jokes?

Do your friends and co-workers think you're a "laugh riot", a "naturally funny person", a "regular Sinbad"?

Then maybe it's time you gave some serious thought to an exciting career in the world of professional television humor by enrolling in...

THE CALIFORNIA INSTITUTE OF COMEDY WRITING



Don't be fooled by our imitators!

Considering Harvard? Forget it! It's a school for losers! You'd be better off going to that place Sally Struthers shills for! But if you truly want to sharpen your medulla oblongata, don't settle for anything less than

The California Institute of Comedy Writing!

We offer a variety of courses guaranteed to bring you success and fame in the professional TV humor biz!

Here's just a smattering of our curriculum:

WRITING FOR SKETCH COMEDY SHOWS

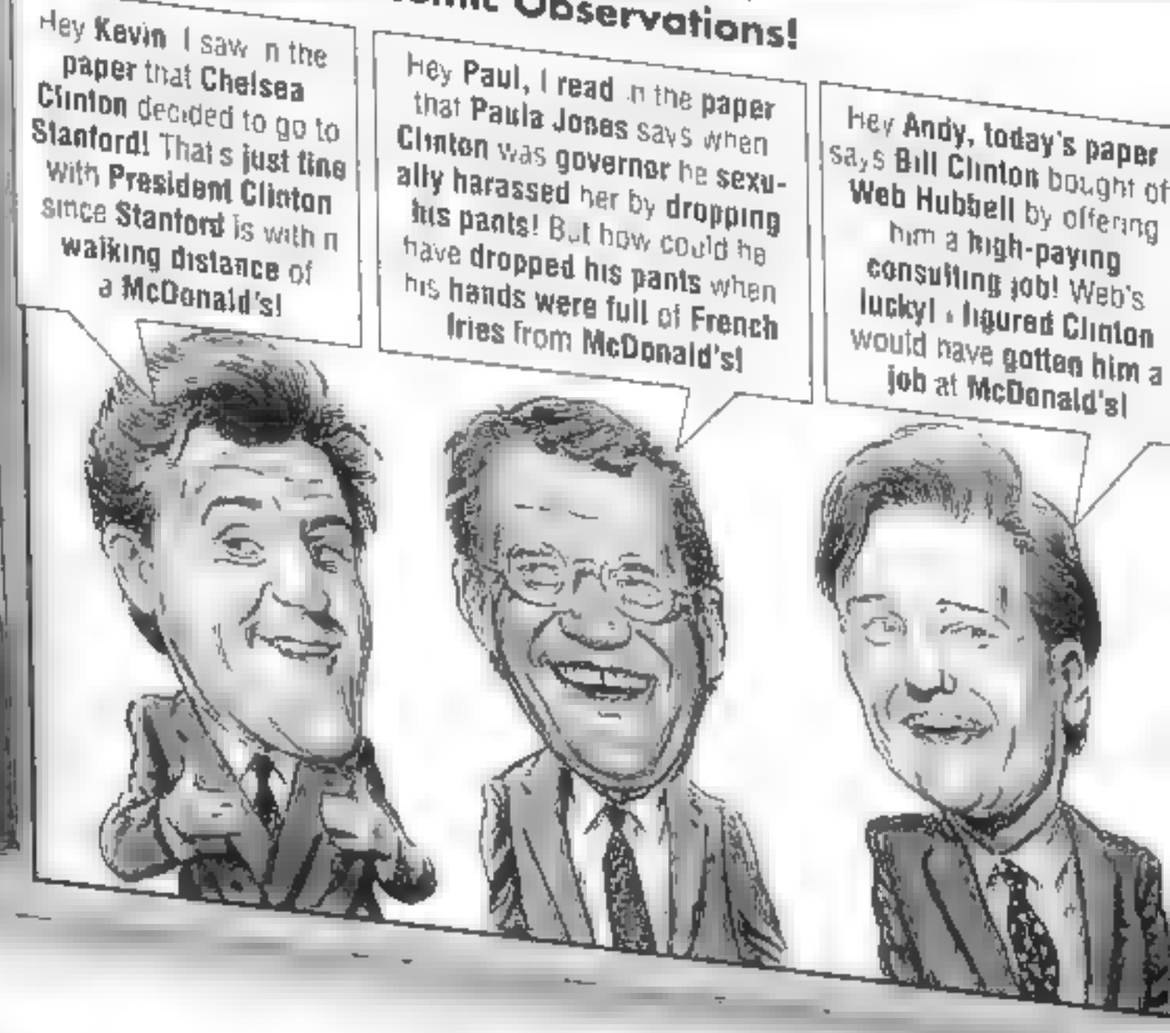
Learn the hilarious secrets you absolutely must know to write for shows like *Saturday Night Live* and *MAD TV!* You'll learn:

How To Turn One Lame Joke Into a Recurring 10 Minute Feature, a Full Length Motion Picture and a Merchandising Empire!

WRITING FOR LATE NIGHT TALK SHOWS

You think Jay, Dave and Conan come up with all those brilliant quips themselves? It takes a team of comedy experts working 18 hours a day/5 days a week to write *four whole minutes* of material!

How To Mine Daily Newspapers To Inspire Original Comic Observations!


Hey Kevin I saw in the paper that Chelsea Clinton decided to go to Stanford! That's just fine with President Clinton since Stanford is within walking distance of a McDonald's!
Hey Paul, I read in the paper that Paula Jones says when Clinton was governor he sexually harassed her by dropping his pants! But how could he have dropped his pants when his hands were full of French fries from McDonald's!
Hey Andy, today's paper says Bill Clinton bought off Web Hubbell by offering him a high-paying consulting job! Web's lucky! I figured Clinton would have gotten him a job at McDonald's!

ARTIST: DREW FRIEDMAN

WRITER: JULIE KLAM

How To Do An Intervention With A Substance-Abusing Cast Member!

Look, you can't do six shots with a Zima chaser and not expect it to affect you! You're missing cues, your timing's off, and everyone you impersonate sounds like Marlon Brando with a mouth full of filo dough!

How To Recycle "Quality Material"!

He to Vancome Lady! I'd like to buy some cosmetics for my wife!

Oooo, nooo, don't think soo!

OVER...

Hi, I'd like to rent a car!

Oooo, nooo, I don't think soo!

AND OVER...

I want to sit on Santa's lap!

Oooo, nooo, I don't think soo!

AND OVER AGAIN!

How To Kiss The Host's Ass (also known in the industry as "Taking up residence in Villa de Brown Nose")!

Conan, I think Cindy Crawford was definitely after you! You could of had her easy! How do you keep so young looking? You're much funnier than anyone else on television!

CICW

How To Recycle Old Ideas From Previous Shows!

Well Dave, I know it would be a radical departure for you but why not try a Top 12 List! Or a new remote feature at Kinko's called "May We See Your Photocopies Please?" Or how about something called, "Can A Guy In A Gorilla Suit Cross The Street"?

CICW

WRITING FOR SITCOMS

Remember, from the highly-touted "Must See TV" to WB drivel like *Homeboys In Outer Space*, it takes professional comedy training to write for any sitcom. Among the secrets you'll learn:

How To Turn An Ethnic Stereotype Into A "Wacky" Character!
OY! Fran you're gonna give yo.r mother a HEART ATTACK! Get me A BAGEL! need A NOSH ALREADY!
Yo Moesha! S up? Youze a honey! You a BAG'A CHIPS and ALL DATI DA-MMN!
Ooo, Mr. Simpson, you would be showing great disrespect to my Lord Vishnu if you were to consume an entire machine full of Squishies! Besides you're disturbing my lunch of vindaloo!
SQUISHIES

How To Mix And Match Character Types!
Let's see how about this week we have Chandler fall in love with an uptight but lovable black militant Jewish lesbian!
Nah they just had one of them on News-Radio last week
Okay then how about an uptight but lovable promiscuous Asian bisexual who dreams of being a rodeo clown!
Sorry I hear they're doing the whole bisexual-Asian-rodeo clown-thing on an upcoming Suddenly Susan!
Okay how bout an uptight but lovable down-on-his-luck neo-Nazi transsexual who
ICW

How To Recycle Ideas From Other Shows!
You will get NO SOUP!
Look mom, that's the character I created! call him The Soup Fascist!!
CW

Yes, my friends and co-workers think I'm a "laugh riot," a "naturally funny person," a "regular Sinbad." Enroll me NOW in The California Institute of Comedy Writing! I've enclosed a check for $350, a money order for $350 and $350 cash. I've stuffed it all in an envelope and am sending it to

The California Institute of Comedy Writing
12 Straight Line Rd., Bombville, AZ 82725

NAME _____

ADDRESS _____ ZIP _____

CITY _____

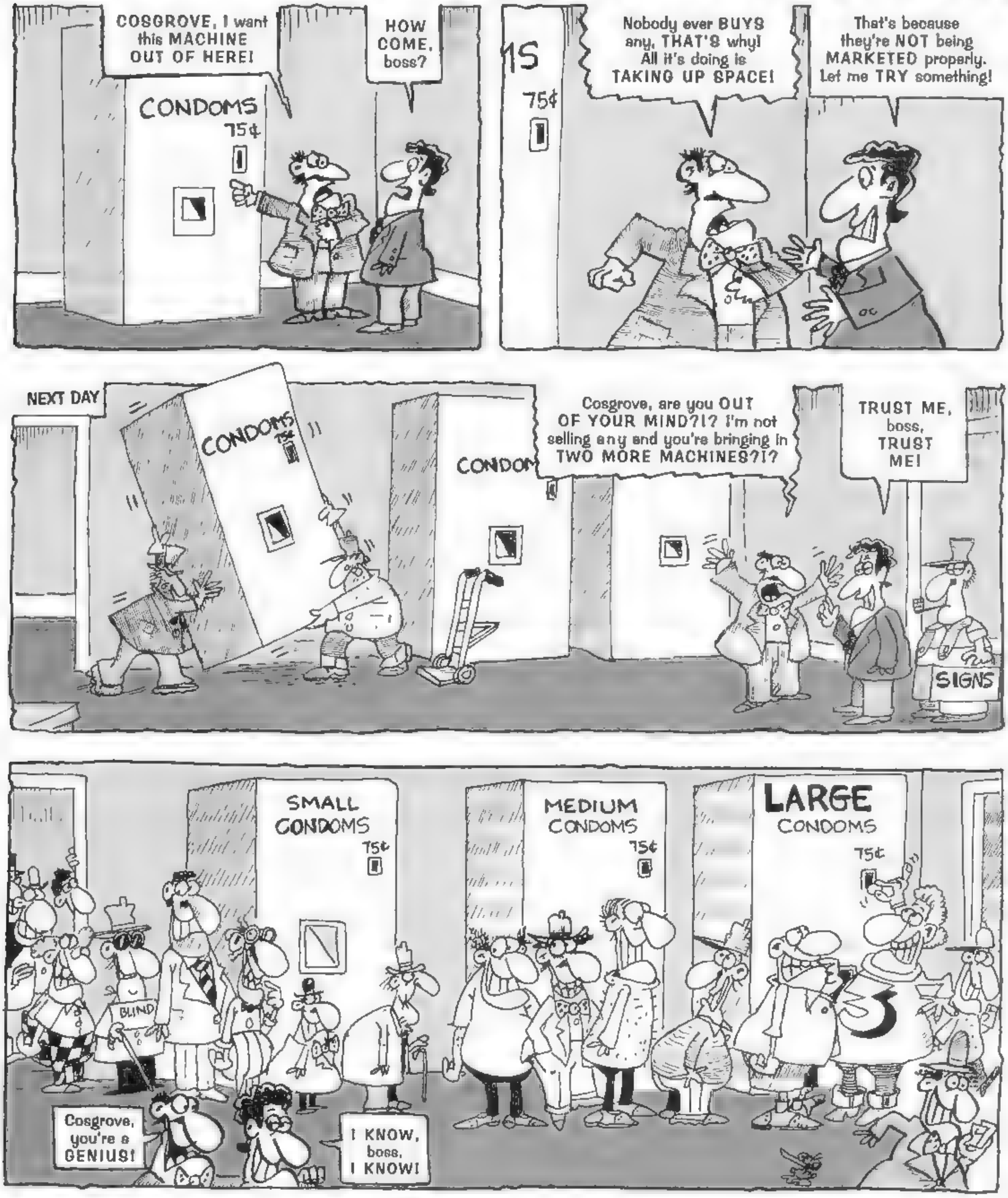
PHONE _____

Note: The California Institute of Comedy Writing is not affiliated with The Joe Eszterhas School for Sleazy No Talent Screenwriting Hacks

Order today and receive our free 10-tape audio cassette series, "How To Steal Ideas From Your Co-Writers!"

TALES FROM the DUCK SIDE

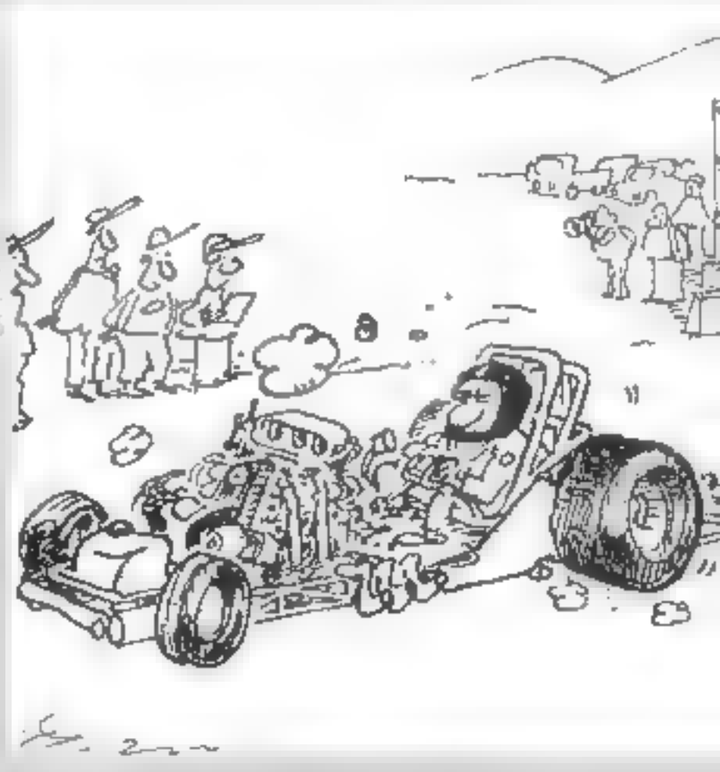
THREE DAYS OF THE CONDOM


COSGROVE, I want this MACHINE OUT OF HERE!
HOW COME, boss?
CONDOMS
75¢
Nobody ever BUYS any, THAT'S why! All it's doing is TAKING UP SPACE!
That's because they're NOT being MARKETED properly. Let me TRY something!
NEXT DAY
CONDOMS
Cosgrove, are you OUT OF YOUR MIND?!? I'm not selling any and you're bringing in TWO MORE MACHINES?!?
TRUST ME, boss, TRUST ME!
SIGNS
SMALL CONDOMS
MEDIUM CONDOMS
LARGE CONDOMS
BLIND
Cosgrove, you're a GENIUS!
I KNOW, boss, I KNOW!

ARTIST AND WRITER, DUCK EDWING

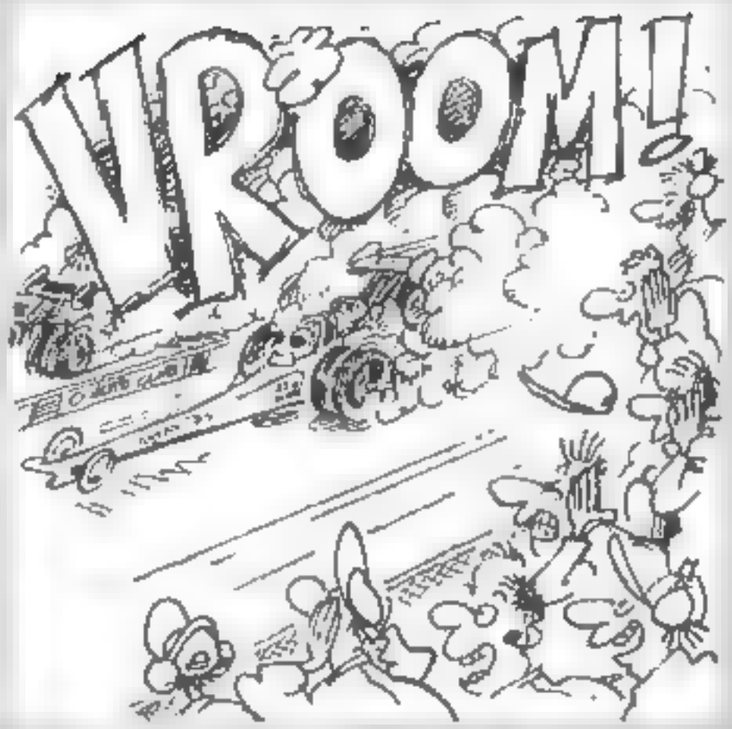
A MAD LOOK AT D

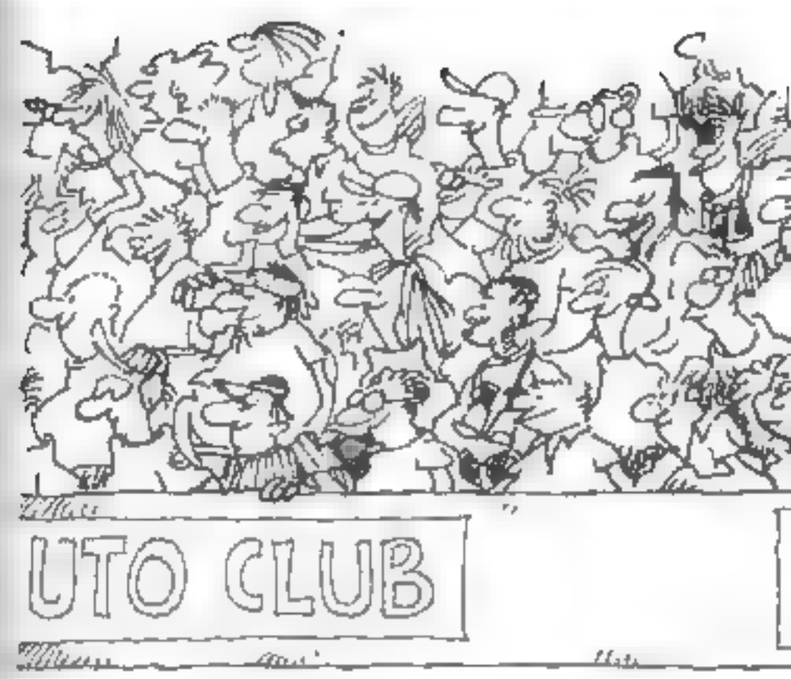
ARTIST AND WRITER: SERGIO ARAGONES



RAG RACING

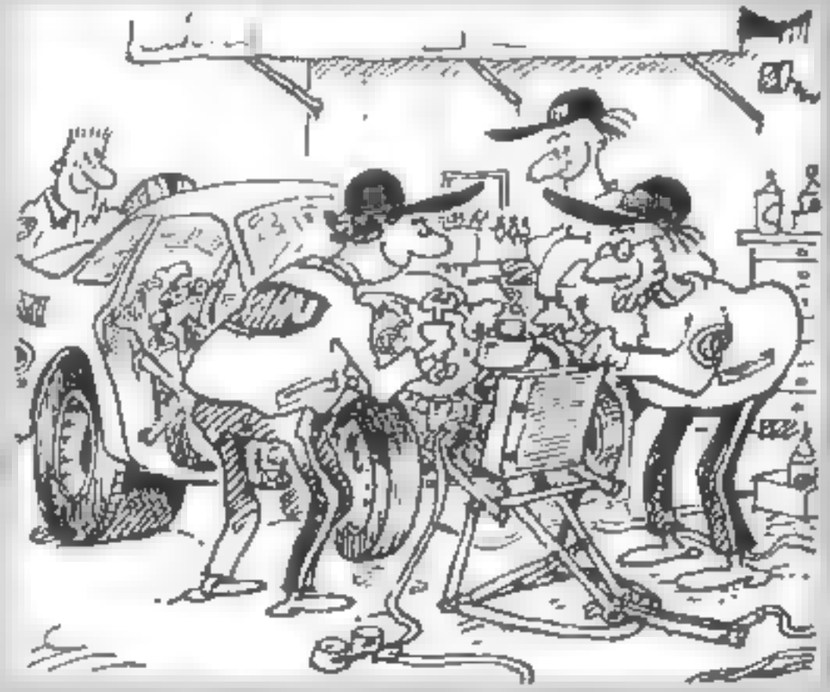
EXIT 10
EAR PLUGS
₱5.00

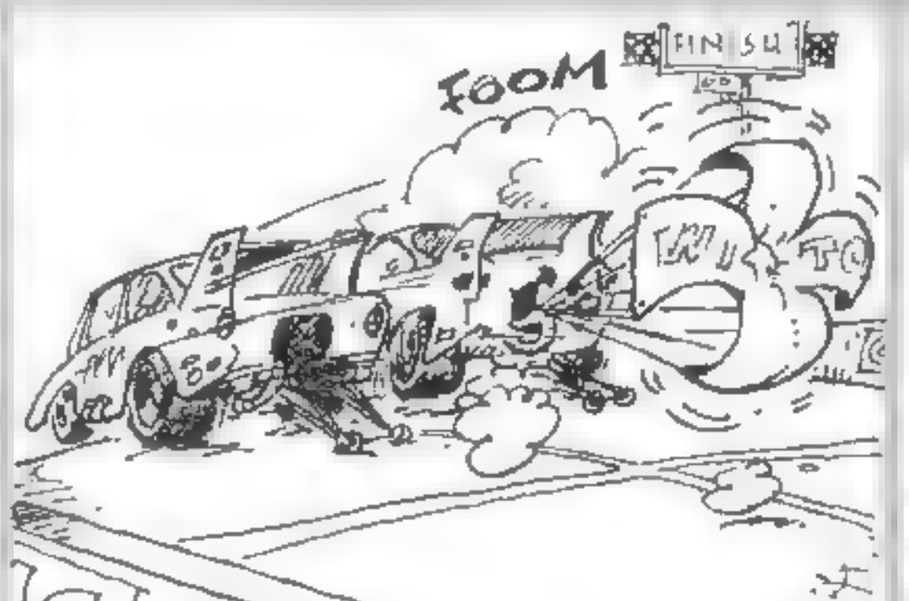

VROOM!

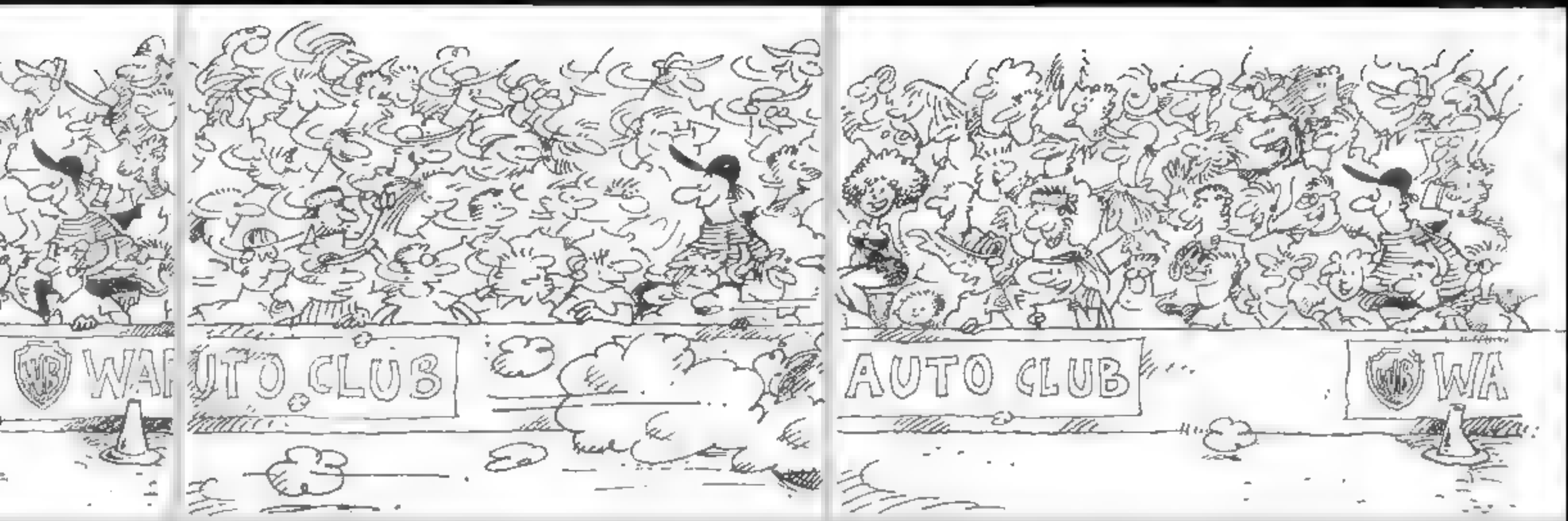

UTO CLUB

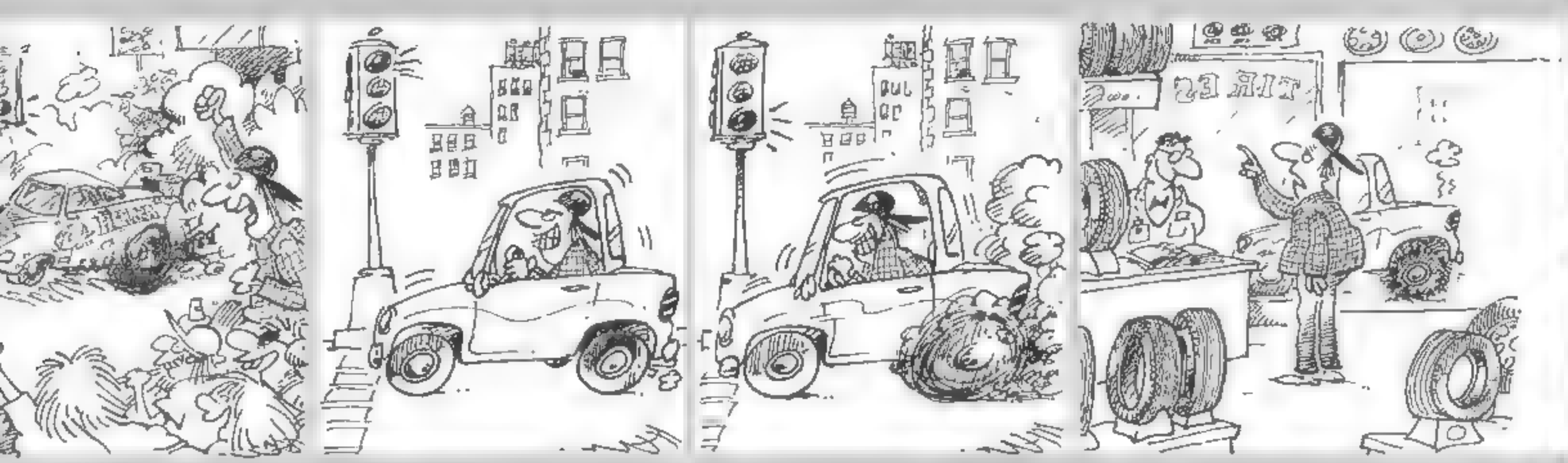
EXIT 10

EXIT 10
EAR PLUGS
$10.00




FOOM
FINISH


AUTO CLUB
AUTO CLUB



FOOM

REMODEL CITIZEN DEPT.

Every weekend millions of Americans pick up power tools and begin demolishing their homes. They're all operating under the twisted delusion that home remodeling is a snap...a breeze...an easy, problem-free way to increase the value of their home that virtually anyone can do in their spare time. Where would they get such a preposterous notion? Mainly from watching one of those dumb home improvement shows like...

Hi, this is Bob Villa with another installment of *Home Aghast*, the show where we do three months of home renovation in 28 minutes, without ever screwing up anything!

I'm Abnorm from *New Cranky Workshop!* The real reason you never see ol' Bob screw up is because he's a helluva lot better film editor than he is a construction expert!

I'm Mean and she's Roffin from *Groan Time!* We work even faster than Bob on our show! Last week we built a 45-story office building in 27 minutes! But *only* the building!

Yeah, it took *another 27* minutes to add electric, plumbing, elevators and 45 floors of carpeting and furniture!

I'm Grieve Thomas, host of *This Old Sawhorse!* Sears Craftsman Tools hired Bob and gave him a syndicated show and big bucks! I inherited his old "on the cheap" PBS show! I wish some huge company would give me an endorsement contract and show of my own! What does Bob have that I don't, except maybe a personality! And a dash of charm, a pinch of wit and a sprinkle of knowledge Hey, maybe my fortune lies in hosting a cooking show!

SEARS

SAM VIVIANO

BOB VILLA'S HOME AGHAST

ARTIST: SAM VIVIANO .WRITER: DICK DEBARTOLO

On today's show, we keep it simple as we convert an old church to a new supermarket, pave over a forest, make a front porch out of solid granite and visit historic Levittown! Then, in the second half of the show, we'll see how sawdust is manufactured and how to build a very small swimming pool in an old Chevy convertible!

We're in historic Levittown, at the former church known as Our Lady of Perpetual Repair Bills! Carl, why did you decide to convert an old church to a supermarket, instead of building one from scratch?

For openers, Bob, the foundation seemed strong and the plumbing was fixable! Also I'm of a different denomination, so gutting *their* church was a real treat for me!

This old church was constructed totally of wood! I see a lot of termite damage! That calls for special measures, doesn't it?

Sure! It calls for ten coats of cover-all paint! We need a thick enough coat to cover the termite damage until the check for this renovation clears and I'm in another state, working under a different name!

CHOMP CHOMP CHOMP CHOMP CHOMP

Bob, back here we have trees and birds and a running brook! And you know what that means!

I do! Great shade, birds chirping and the soothing sound of water!

No, it means falling leaves, bird droppings and a flooded basement! That's why we're paving over everything!

But paving everything over doesn't seem right! What about natural beauty?

Have you ever looked at cement at sunset? It's breathtaking when the sun's rays pick up the golden flecks of imperfections in the mix! I get choked up just talking about it!

WHIRRR!

You guys **didn't notice** this **loose power cord** here on the floor, but I **plugged** it in! **Safety**, you know!

Hey! Who the **$#@!%** **plugged in** that **power sander?!?** I was changing the **disc** when it started by itself and **sanded off** two of my **fingers!**

That **reminds me** of another **Bob Villa tip!** If you're gonna **bleed profusely** like this guy, put a **tarp down** to **protect** the **floor!** Okay, this seems like a **perfect time** to get out of here and go **crosstown** to watch a **five-story building** be **demolished!**

BOSCH

When **demolishing** a **building**, you have to shut off the **gas** and **electricity!** You have to **implode** the **building**, so it falls in on **itself!** And you have to **alert** the **neighbors** in the **area!**

You've **covered** all the **bases!** Why are those **people** over there **so angry??**

A small oversight! I forgot to **notify** the **residents INSIDE** that I was **demolishing** their **building!**

KA-BOOM!

We're back in the **home** we were in **last week**, or maybe **last year!** Who **knows?** Who cares? This room used to be in **horrendous shape** with huge **cracks** and **major bulges** — but they're **smooth** now that they're covered with **4 x 8 sheets** of **paneling!** So, Nick, did you **lose any space** doing that?

Some! The original room was **14 x 25!** Now it's **9 x 12**, but it **looks really nice!** Besides, the owner will **save** a **fortune** on **wall-to-wall carpeting!**

Now in this room, you **haven't finished** the **walls!** I can see **huge gaps** at every **seam!**

You **won't notice** that when we're **finished** with the **trim molding**, Bob!

The **trim?** You're gonna **cover** these **gaps** with **molding?**

Not just **any molding**, Bob! It's special **"professional contractor grade" molding!** It's **two feet wide!** Hides just about any **shoddy workmanship** a **fly-by-night contractor** could possibly **make!**

I notice you're not wearing **ear protection** when you use that **power saw!** That could **affect** the **way you hear!**

A beer? No thanks, Bob! I **don't drink** when I use **power tools!** I'm **real cautious!**

RIPP!

One of the things we do on *Home Aghast* is **recycle lumber!** That's an **old telephone pole**, isn't it?

I'm gonna **make** a **wooden coat hook!**

You need a **complete telephone pole** to make a **coat hook?!?**

Actually, I might have **enough wood left** to make a **PAIR** of **coat hooks!** Imagine, with only a **few thousand dollars** worth of **power tools** and **several days work**, I'll **save** the homeowners about **three bucks!**

I'm **gonna give** this guy a **hand!**

That's a **side benefit** of home renovation! **Friends** join in to **help!**

I **didn't say** I'm gonna **help him!** I'm just gonna **give him** a **hand!** I think it's **his**, anyway! It was **lying under** the **table!** He **sawed it off** when you **distracted** him while he was trying to **concentrate** on a **critical cut** during that "**ear protection**" **speech!**

Now we're **back** in a house we were in a **few months ago** which you may or may not **remember!** But it doesn't matter because we **jump around** so much on this show, even **I** have **trouble remembering** where I am!

We were having **storage problems!** We solved them with these **neat flush-mounted dresser drawers!** There's plenty of **depth** to the **drawers**, yet they **don't stick out** into the **room** at all!

Are the **walls** in the **apartment** that **thick?**

Not really! So it **solved** our **problem** and **created one** for **our neighbors!** The drawers **stick out** about a **foot** into **their apartment**, but **tough!** **We** thought about doing it before **they did!**

#@☆!

This is our **roofing project!** Bill, how do you **determine** the **proper pitch** of a **roof?**

It's easy! Notice that my **workman** just stepped out onto the **roof** and **slipped right off!** Now I know it has **too much pitch!** I'll **lessen it** a bit and have **someone else** go out there to see if **THEY slide off!**

That's a pretty **risky way** to **test** a **roof**, isn't it?

Not really! And it serves a **second purpose!** We mark the **spot** where he **lands**, so if we **don't rework** the **roof**, we know where to plant **soft flowers** to **cushion** the fall of **anyone else** who **goes out there!**

Whoa! What's **going on here?!?**

Willy **couldn't hear** me shout, "**Watch out!** You're gonna **cut a power cable** in two!" because he's wearing that **ear protection** you **warned him about!**

Why didn't you **tap him** on the **head?**

I did, but he **didn't feel it** because he's wearing that **hard hat** you **warned** him about **last week!** Seems like the **more safety equipment** you wear the worse off you are!

SNIP!

You **estimated** this **renovation** would cost **$40,000,** and it came to **$43,500!** Your **estimate** was **pretty close!**

Actually I really **estimated** it at **$10,000,** but knowing this **business,** I always **quadruple** everything! That brings me a **little closer** to **guessing** what the **actual cost** will be!

BLACK & DECKER

We hear a lot about "**sweat equity**"! What exactly **is that?**

Sweat equity is doing the labor **yourself** to save **money!**

So people on a **budget** should be prepared to put in a **lot** of **sweat equity!**

That's the **theory,** but I **recommend** that people with **unlimited funds** should also go the **sweat equity route,** because **nine times** out of **10** they'll **screw up** the job! Then they need to **hire a contractor** to **rip out** their **lousy work** and do the job **right,** which **costs far more** than having a **professional** do it in the **first place!**

FOREST AVE.

That might be **true** in a **few cases,** but here's a **home renovated** by just **plain folks** who learned everything they know just from **watching *Home Aghast!***
And it's as **solid** as —

TIMBER! She's **falling over...**

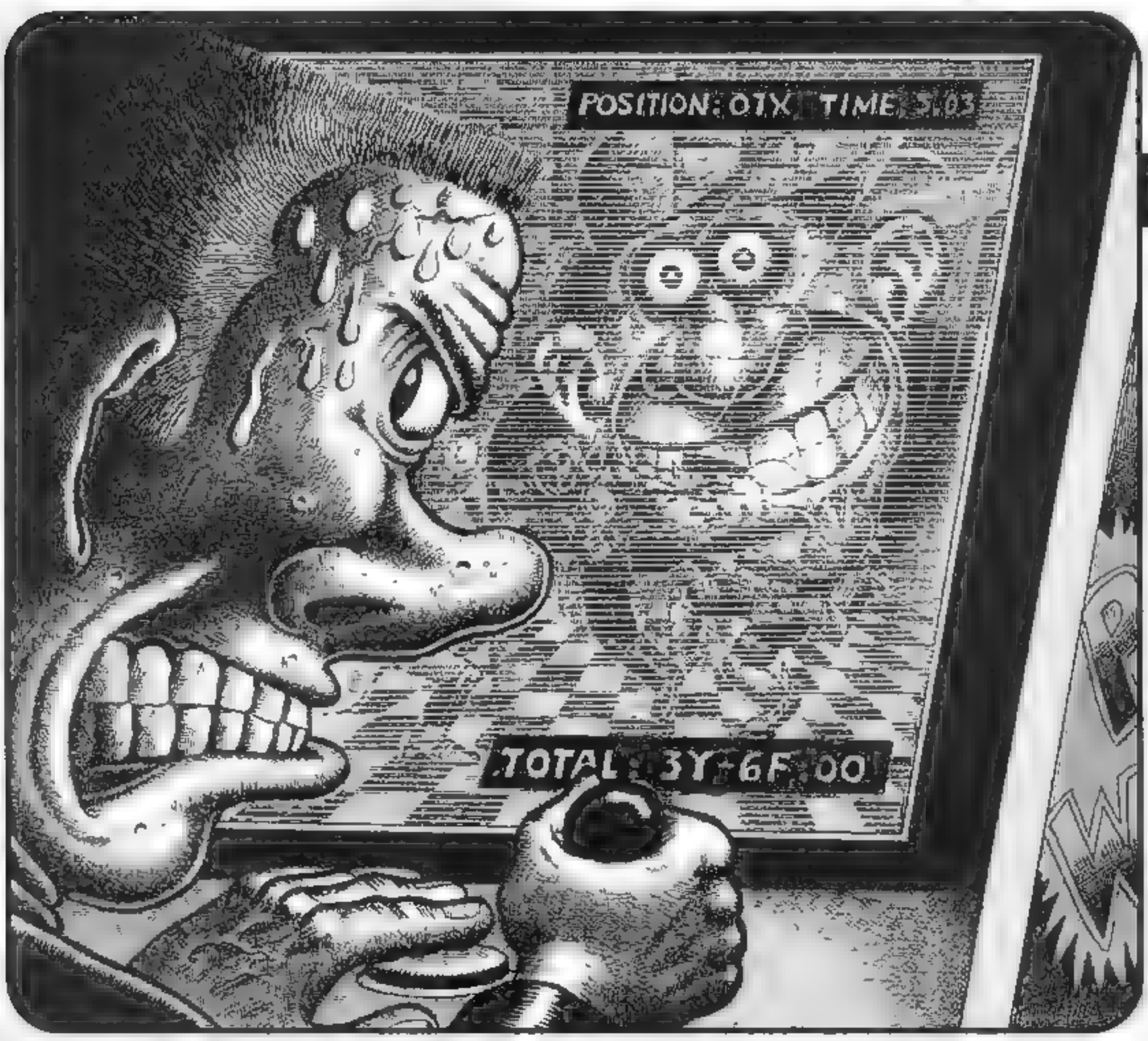
Actually, **THIS** home was **renovated** by **folks** who watch all those **knock-off shows** that try to **copy mine!** Putting this house **back up** so it **stays up** will be the subject of the **first five minutes** of **next week's show!** Till then, this is Bob Vila saying, "It's **nice** to be **rich** from ***Home Aghast!***"

GEEK TRAGEDIES DEPT.

Aiiieeeee! Hide the kids! Batten down the hatches! Run for your lives! They're back! Here come the dorks, morons and nerds whose yellow teeth and zit-covered faces fill the rogues' gallery of dweebs we call MAD's...

Video Arcade Personalities

VOLUME II



ARTIST: TOM BUNK
WRITER: SEAN EISENPORTH

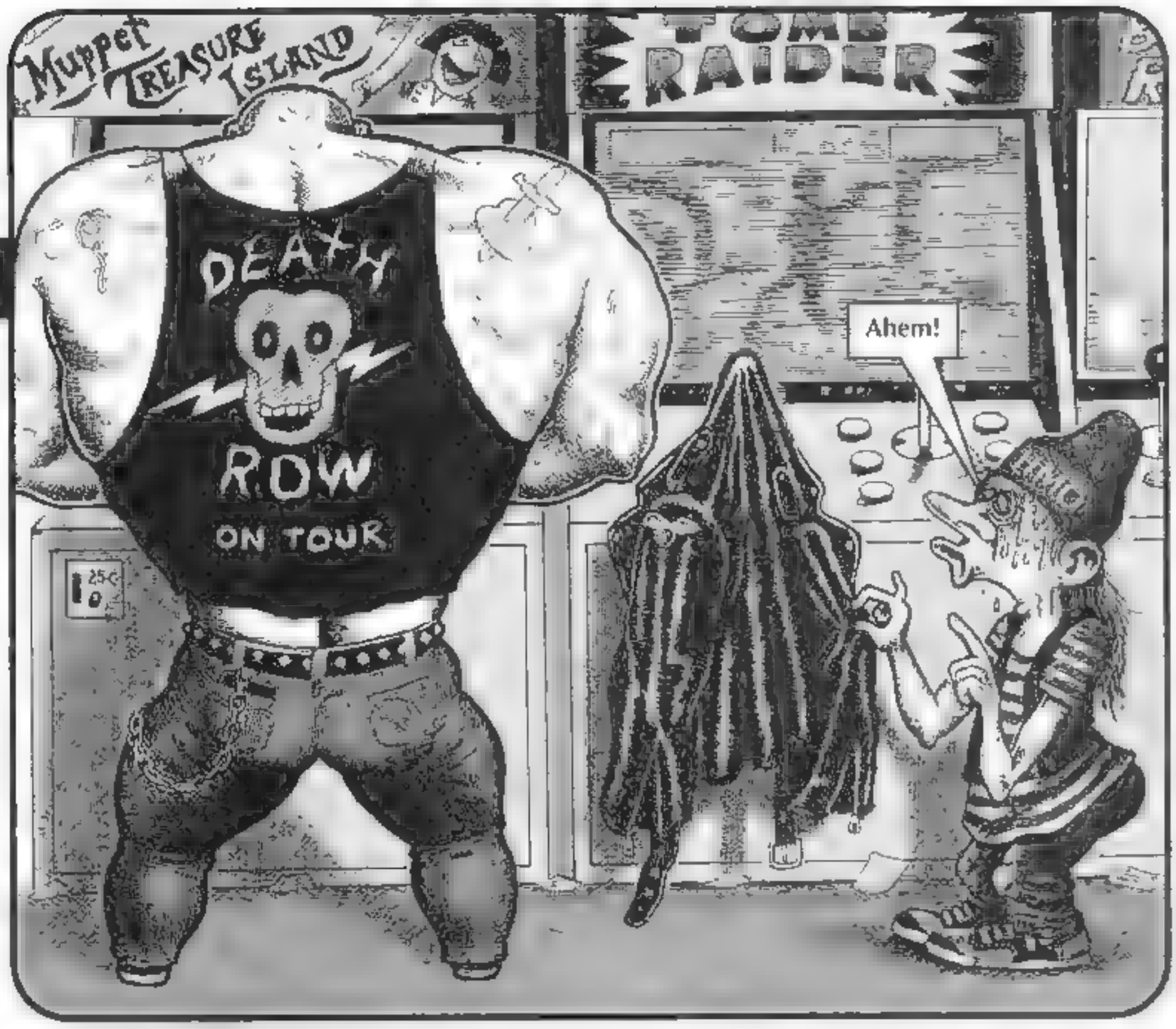
THE REFLECTOR

The one thing that arcade players fear most is the dreaded Reflector in their video game screens. Hovering close, staring over their shoulders like some anal-retentive math teacher, this clueless turd is completely unaware of his highly annoying and intrusive presence!

Video Arcade Personalities

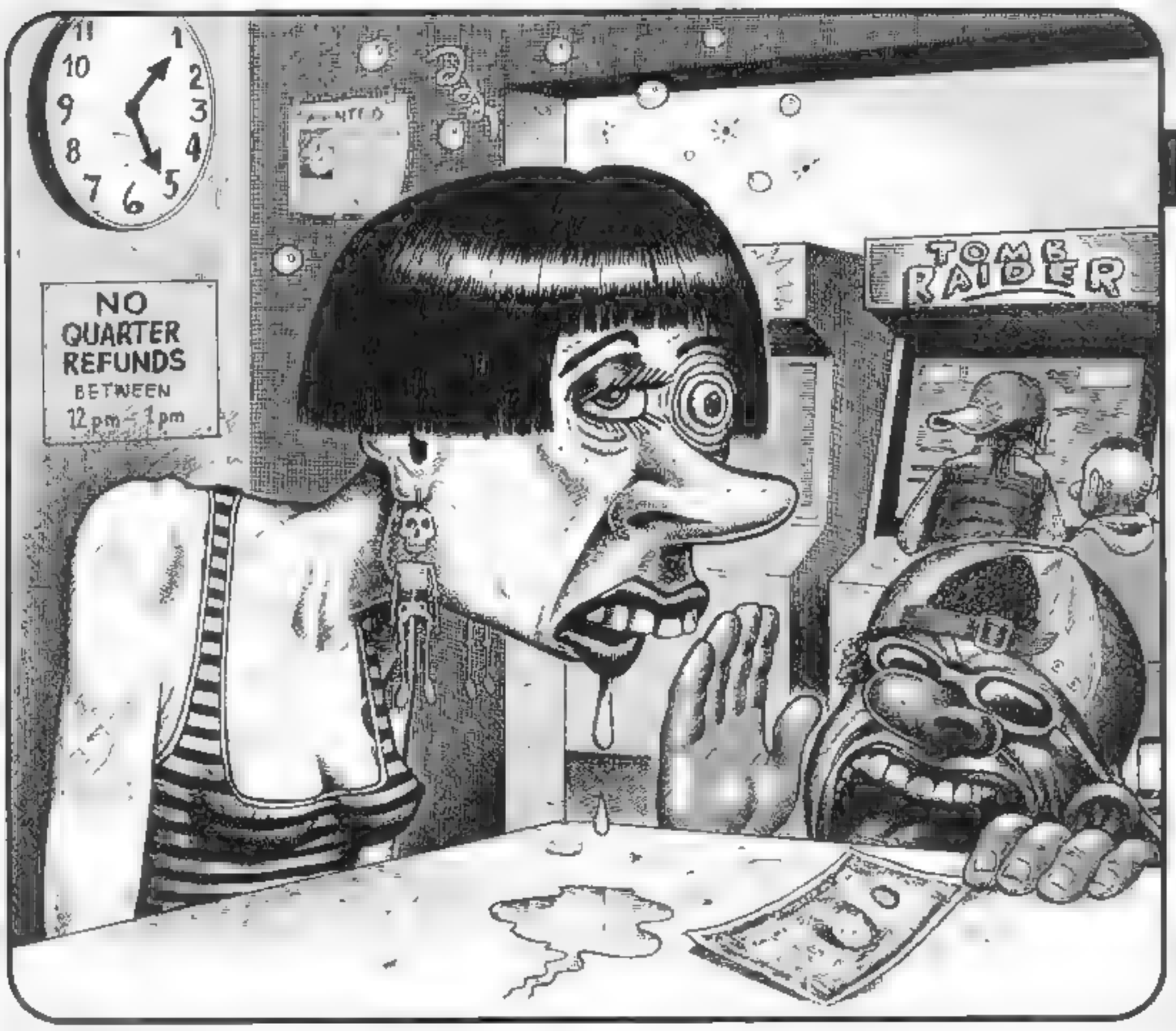
THE COAT-HANGER

Beware The Coat-Hanger! This big gooch deliberately hangs his jacket on the joystick of the game next to him hoping that someone will ask him to remove it. The instant the request is made, The Coat-Hanger takes it as his cue to perform radical dental alterations with his steel-toe boots on the poor schmuck who asked him!



THE LIVING DEAD

She's got no pulse! She's got about as much brain wave activity as a Twinkie! She is The Living Dead! Hey, you'd turn into a mindless, drooling zombie too if the entire purpose of your failed and bleak life was to hand out change all day to a perpetual parade of illiterate, unwashed freaks!



THE CURSOR

You can't always see The Cursor, but you can always hear him! This profane pinhead feels compelled to make his fury known to everyone in the arcade! And the comedic irony of it all is that no matter how much he is enraged by any one particular game, he continues to plop quarters into it! Sheesh! Talk about your pathetic codependent relationships!

KILLING TIME
NO NO NO! Ya hafta hit the "kick" and "defense" buttons at the same time, then go ⓒⓣⓑⓣⓒⓣⓒⓣⓛⓑⓒⓣ to do the INVERTED CARTWHEEL ROUND-HOUSE POWER KICK OF DEATH!!
TIME-OUT

THE ADVISOR

The Advisor runs around the arcade spewing his unsolicited advice to many a captive audience. This well-meaning but utterly misguided cretin has made it his life's mission to correct any and all game-playing errors he sees. He has to somehow occupy his time — ever since the editors of the video game magazines stopped printing his obnoxious letters!

GRIEVING LAS VEGAS DEPT.

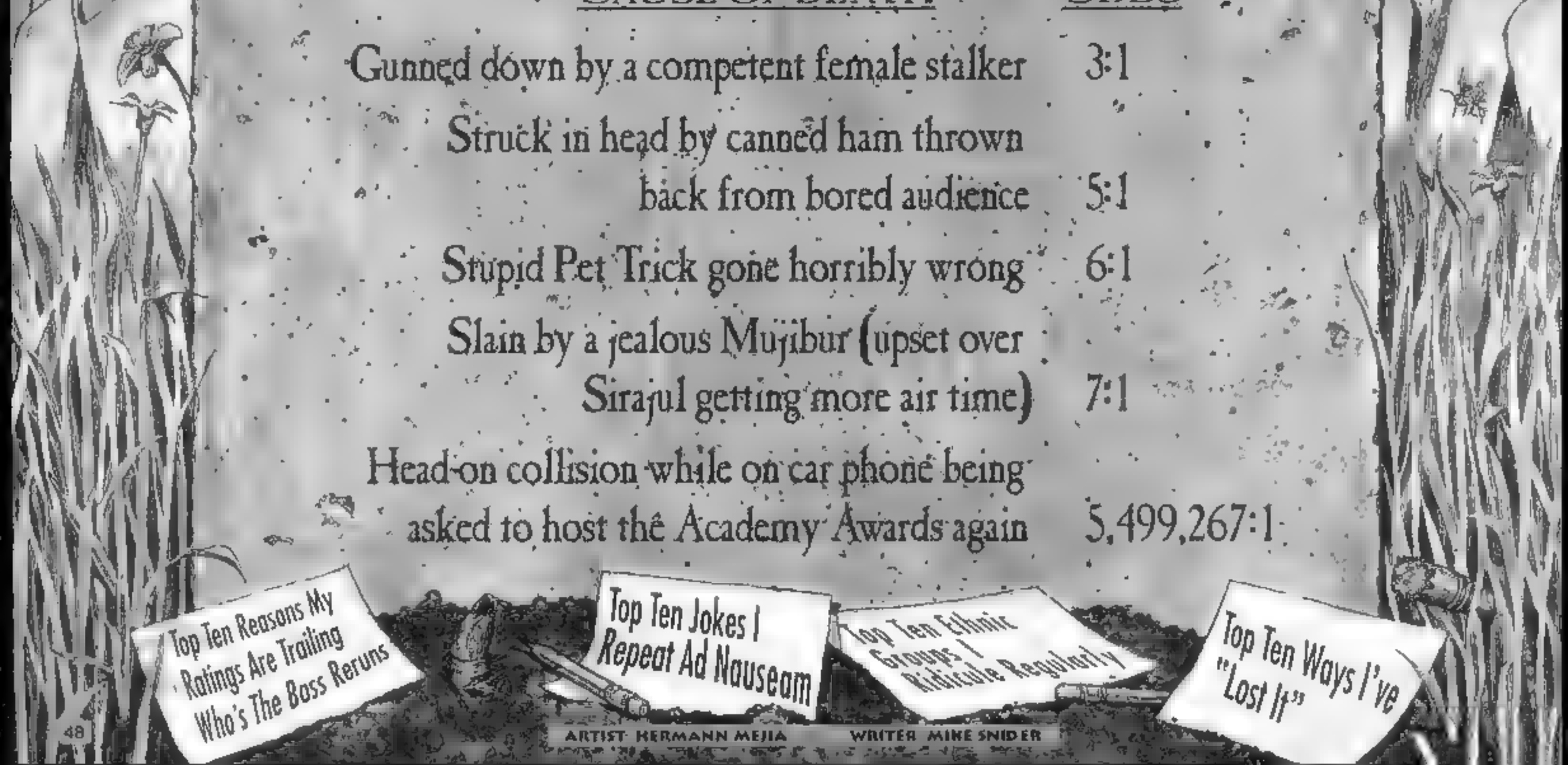
MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to sign off for the last time!

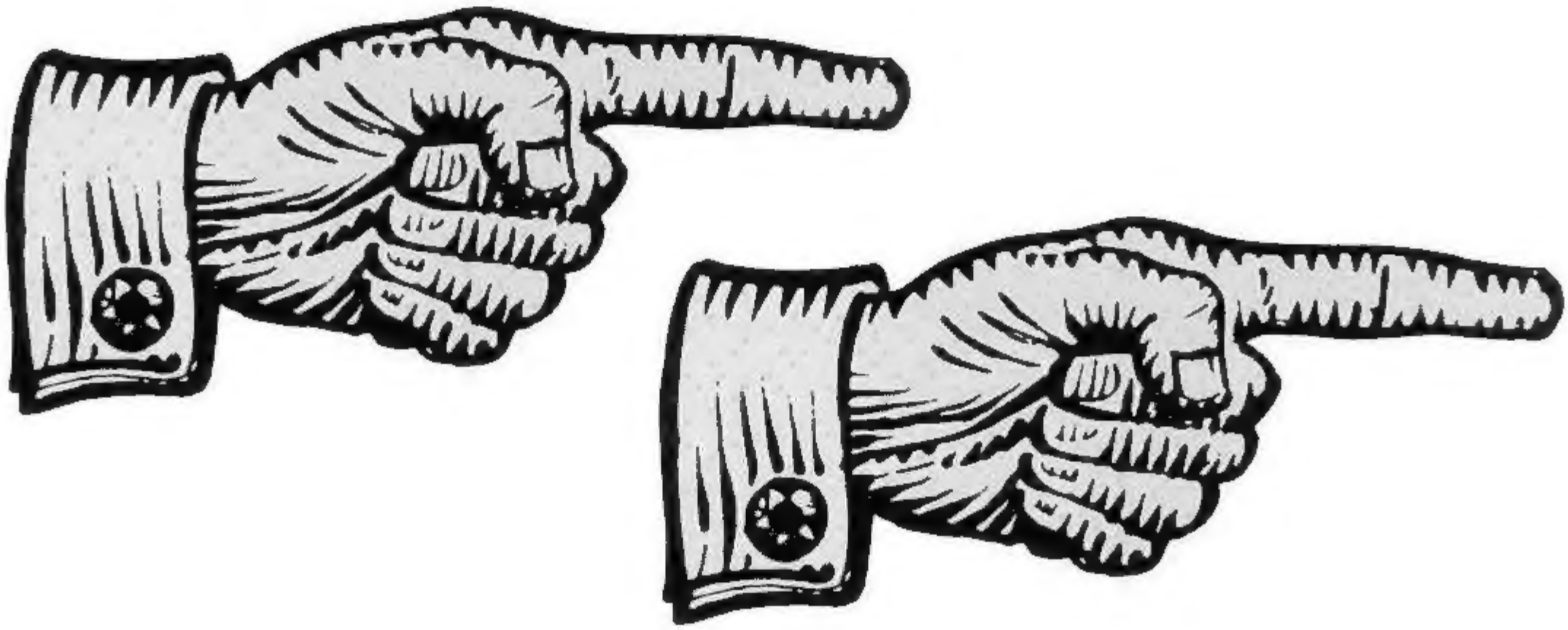
THIS MONTH'S FUTURE AUTOPSY RECIPIENT:

DAVID LETTERMAN

CAUSE OF DEATH	ODDS
Gunned down by a competent female stalker	3:1
Struck in head by canned ham thrown back from bored audience	5:1
Stupid Pet Trick gone horribly wrong	6:1
Slain by a jealous Mujibur (upset over Sirajul getting more air time)	7:1
Head-on collision while on car phone being asked to host the Academy Awards again	5,499,267:1

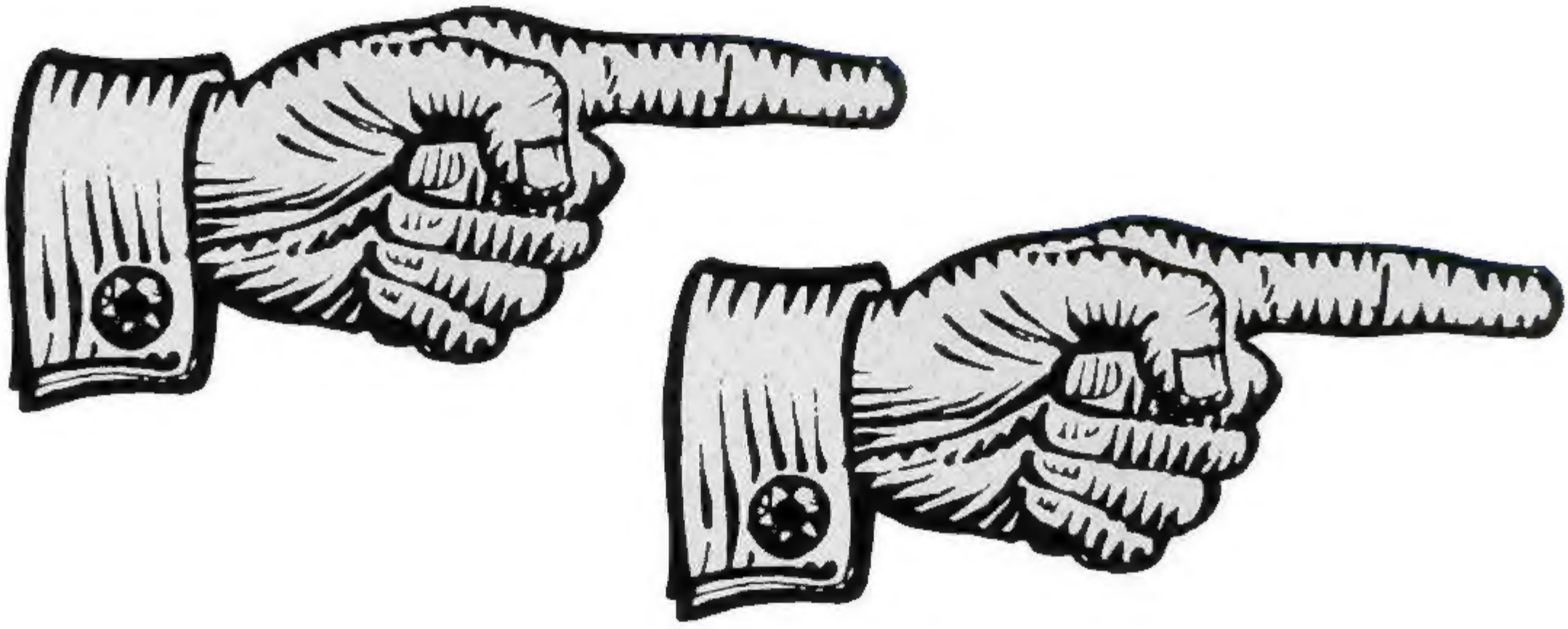

Top Ten Reasons My Ratings Are Trailing Who's The Boss Reruns
Top Ten Jokes I Repeat Ad Nauseam
Top Ten Ethnic Groups I Ridicule Regularly
Top Ten Ways I've "Lost It"

ARTIST: HERMANN MEJIA WRITER: MIKE SNIDER



Nothing to see here!

Please skip ahead.



IN WHAT STAR-STUDDED AREA HAVE SCIENTISTS BEEN UNABLE TO FIND ANY SIGNS OF INTELLIGENT LIFE?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Scientists have always flirted with the idea that other life forms exist outside of Earth, but no firm evidence has ever been produced. There is one place that scientists have studied extensively, each time reaching the same conclusion. To find out where this search for intelligent life has gone unfulfilled, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD THIS SECTION OVER LEFT B FOLD BACK SO "A" MEETS "B"

PLANNED SEARCHES FOR INTELLIGENT LIFE HAVE MET HONEST FAILURE SO FAR. REGARDLESS OF THE BALLY-HOO BY PUBLIC RELATIONS SPIN-MEISTERS WORKING OVERTIME, RESULTS HAVE NOT BEEN GOOD

A ARTIST AND WRITER: AL JAFFEE B

IN WHAT STAR-STUDDED AREA HAVE SCIENTISTS BEEN UNABLE TO FIND ANY SIGNS OF INTELLIGENT LIFE?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

PLANET HOLLY-

WOOD

A B

ZELINSKI & JARVIS

THE YOUNG INTERNS

Hey, Dr. Zelinski!

All right Dr. Jarvis, NOW you're gonna get it!

ZELINSKI!!! JARVIS!!! If I catch you having liposuctioned fat fights again, you're OUT ON YOUR ASSES!

TOM BUNK

ARTIST: TOM BUNK WRITER: SEAN EISENPORTH